

The **REPORTER** *of Direct Mail Advertising*

**FOR BETTER
ETHICS IN
DIRECT MAIL**

see page 5

JANUARY 1954



CREATIVE
has

CANADA

Owners of Business . . . 100,000

Farmers 300,000

Qualified Householders . . 500,000

\$15 per M (Typewriter addressed)

DATA CARDS
ON REQUEST

**CREATIVE MAILING
SERVICE, INC.**

460 North Main Street, Freeport, N. Y.

Freeport 9-2431

Compilers of Business and Executive Lists

This is the Davidson...

... the time-tested multi-purpose reproduction unit. The only one of its kind!

The same Davidson machine does offset (both dry offset and regular), letterpress and embossing (employing electrotypes, type slugs and rubber plates).

Simple, rapidly made adjustments permit the most economical method of printing to be selected by the operator and set up on the same machine. The Davidson is converted and ready to operate in a matter of minutes. Short runs or long runs—offset, letterpress or embossing—are handled with equal effectiveness.

This is why more and more printers accept Davidson as their versatile workhorse having big profit-margin qualities, requiring less investment and giving bigger returns.

Davidson gives you this variety of processes on the same machine:

- offset, regular or dry • embossing
- letterpress • rubberplate printing
- imprinting or numbering
- simultaneous two-sided printing

Davidson gives you this efficiency:

- quick conversion from offset to letterpress
- variable speed control up to 6,000 per hour

Davidson precision engineering gives you:

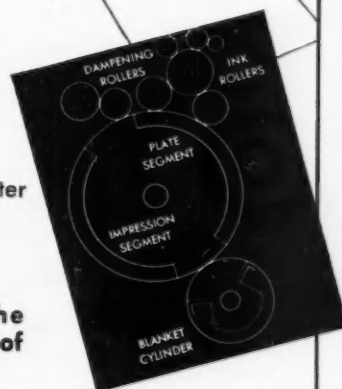
- excellent ink coverage • close register
- fine half-tone and multi-color work
- positive stripping and stacking
- top-quality results

Combined with these features, the Davidson is ruggedly built for years of low maintenance service.

For illustrated brochure write to:

DAVIDSON CORPORATION • DEPT. G-41, 29 RYERSON STREET, BROOKLYN 5, NEW YORK

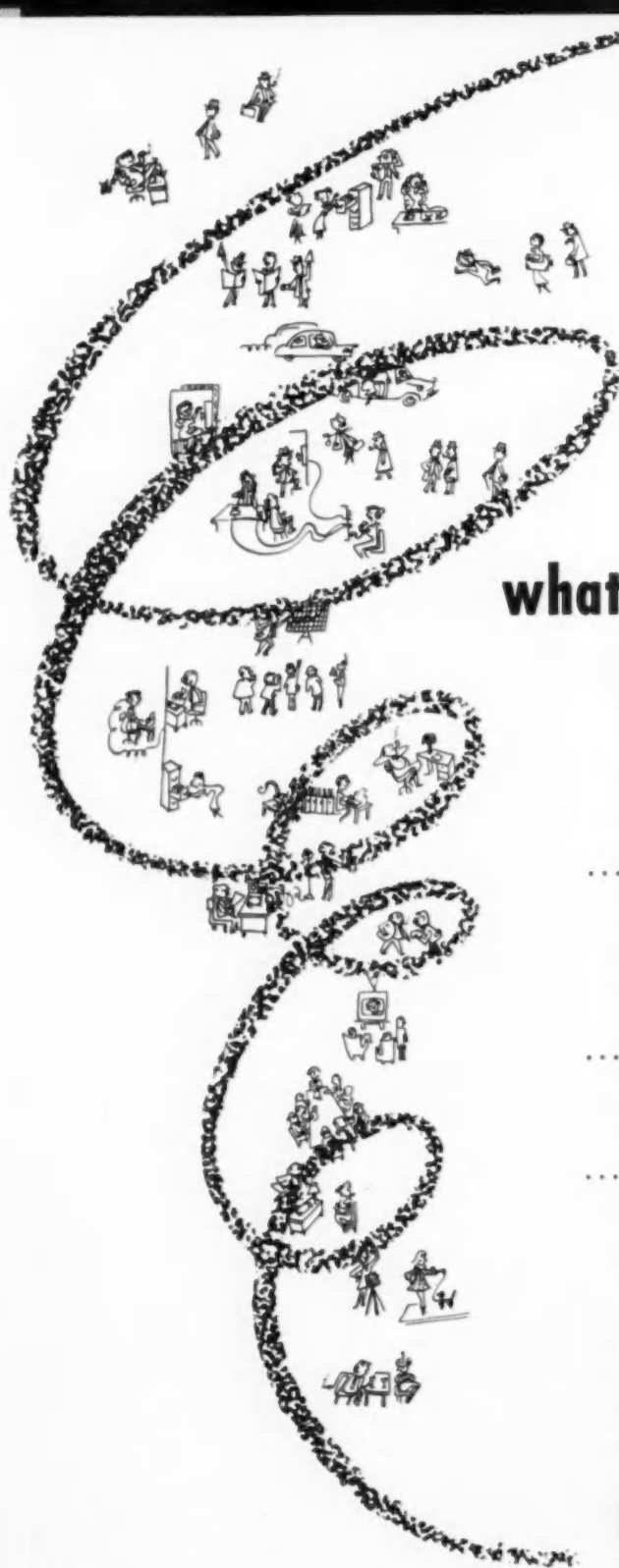
A subsidiary of Mergenthaler Linotype Company



Here's the secret of Davidson's multi-purpose operation:

The 2-Cylinder Principle

For offset, the impression plate and offset plate are combined on one cylinder... the lower cylinder serves as a blanket cylinder. For letterpress the upper cylinder holds type, curved plates, etc. . . . the lower cylinder then becomes an impression cylinder. Your Davidson salesman will show you the 2-cylinder system in operation. Ask too, about the simple embossing method.



what makes planned circulation click?

Could it be we have
just one "sacred cow"—our customers?

- ... Your requirements come first:
(We have no company-owned lists . . .
no compiling service)
our time is your time—and we'll
spend it combing the market for you!
- ... We don't sell list maintenance
or mailing house services (but we can advise
you free on various methods).
- ... We are completely independent—
not affiliated with any company or organization.

No account is too small—or too large—for
us to give you personalized service.

Just call us for screened lists . . .
or if you have a good list
you want placed
on the market!

planned circulation

The Fastest Growing Independent List House

19 West 44 Street
New York 36, N. Y.
Tel: MUrray Hill 7-4158

The Reporter of DIRECT MAIL ADVERTISING

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

Volume 16 Number 9

January, 1954

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JANUARY, 1954



Our salute this month goes to the fine gentleman who is Chairman of the DMAA Public Policy and Code of Ethics Committee . . . J. S. (Jess) Roberts of Atlanta, Georgia. We asked that famous photographer Hillary Bailey of Coca-Cola Company to "shoot" the subject long before the storm broke in New York which caused us to write the article on page 19. So the accidental timing was perfect. The "Code of Ethics" is the hottest project of the DMAA.

No one could be better qualified for the job. Jess honestly believes in good ethics . . . in business and in life.

So that all of you can know him better . . . here are the highlights of a colorful career: Born in Milwaukee, Wisconsin 1894; grew up in several places in mid-west, chiefly Rock Island, Illinois and Indianapolis, Indiana. Finished High School at latter; graduated from University of Wisconsin, 1917. Served about one year in France during World War I as Captain of Field Artillery. Went to work for Tennessee Coal, Iron and RR Co. at their shipbuilding plant at Chickasaw, Alabama. Taught school (high) one year in Atlanta. Joined Retail Credit Company in 1922. Managed branch offices in Omaha, Neb. and Hartford, Conn. Returned to Home Office for sales work in 1926. Has been Advertising Manager and Director of Advertising since 1932.

Jess was President of the Atlanta Advertising Club, 1931-32; President of DMAA, 1936-37; Director, Advertising Federation of America, 1937-39; President, Atlanta Area Council, Boy Scouts of America, 1941-42. Among many outside activities, he is on the Public Relations Committee,



Bunn Machine ties mailing packages in 1 1/2 seconds

With a Bunn Package Tying Machine, you tie packages of letters, reply cards, catalogs, magazines, etc., as much as 10 times faster than by hand. And the machine *adjusts itself automatically* to each package. Machine-precise wrapping and knotting saves thousands of feet of twine every year. With 5 minutes' training, anyone can operate. Send coupon TODAY for full details!

BUNN *the original*
package tying machine
ESTABLISHED 1907

B. H. Bunn Co., Dept. R-1
7605 Vincennes Ave., Chicago 20, Ill.

SEND TODAY
for this free,
highly-illustrated
tell-all booklet.



B. H. BUNN CO.,
Dept. R-1
7605 Vincennes Ave., Chicago 20, Ill.

Please rush me Booklet 200 describing
how Bunn machines cut costs, save twine,
lick labor turnover.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



The Code of Ethics Committee at work. Washington, D. C. Around the table, left to right: Jim Mosely, Henry Hoke, Jess Roberts (Chairman), Sid Bernstein, Ed Mayer, Post Office Observer Simpkins, Fred Michaels, John Yeck, DMAA attorney Herman, Ken Willson, C. B. Larrabee, Elton Borton.

Metropolitan Atlanta Community Services — (Community Chest) — and heads a group which publishes a quarterly for this Committee. He is Superintendent of the Sunday School, Covenant Presbyterian Church, Atlanta.

This reporter was privileged to work closely with Jess while he was President of the DMAA. We've been friends ever since then. He is a deep thinker, loves people and believes un-

reservedly in the power and effectiveness of truthful direct mail.

As reported last month, Jess had the first full dress meeting of his Policy and Ethics Committee in Washington, D. C. on December 1st. A serious affair. If any of you have suggestions for Jess and his co-workers, write to him care of DMAA office, 381 Fourth Avenue, New York 10, N. Y. Or just write and wish him luck.

MORE BUNK . . .

(Continued from last month)

On page 41 of the December, 1953 *Reporter*, we printed an item with the same title as above, in which we reported on a letter to the editor of the *New York Times* from a man by the name of Bassett Jones. It was a tirade against direct mail and a plea to induce the Post Office to classify all advertising as first class mail.

Now we have a sequel. The following item appeared in the *New York Times* of December 14, 1953:

To Discourage Mail Advertising

TO THE EDITOR OF THE NEW YORK TIMES:
Bassett Jones, who writes that he dislikes direct mail advertising, as does practically everyone, should not toss it all unopened into the wastebasket. If he will open it, he will find in most cases a business reply

envelope postage to be paid by the addressee. Into this he should bundle all the junk that came with it, including the original envelope with his name and address on it. On the latter he should write firmly, "Take me off your mailing list." He will then have the satisfaction of knowing that the advertiser will have to pay postage on this, plus the cost of clerical work involved in its receipt.

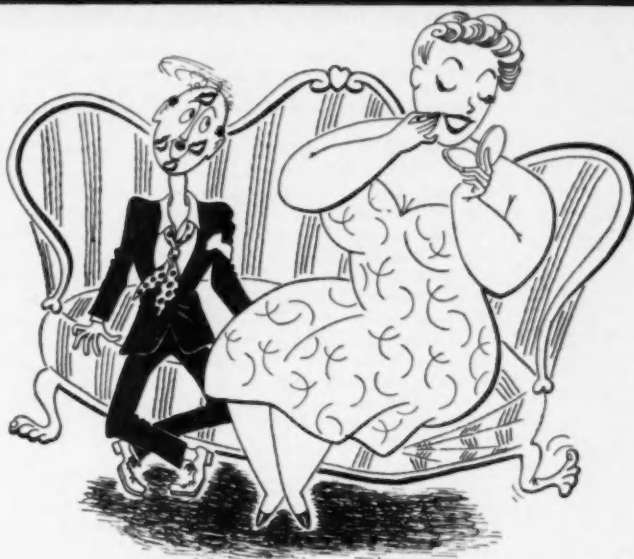
If every one would do this, the advertisers would become discouraged, and the Post Office deficit would shrink.

JOHN S. STANTON.

Carmel, Calif., Dec. 1, 1953

We are beginning to wonder why the ultra-cautious and reputable *New York Times* stoops to printing such unadulterated bunk. That phrase "as does practically everyone" can be disproved by The Times promotion department. *The New York Times* is one of the largest users of direct mail in publishing field. Their direct mail is superlative.

THE REPORTER OF DIRECT MAIL ADVERTISING



IMPRESSIVE FOR IMPRESSIONS

What more do you want in a duplicating paper than trouble free performance and clear sharp impressions?

And what less should you put up with? The answers — nothing more, *nothing* less! If you get smudgy, wrinkled or indistinct copy, here's the right answer. Try Eastern papers because they are especially designed for office duplicating machine work. The special surfacing and sizing for each process — the scientifically controlled moisture content and the

precision trimmed edges assure clean copy, *clear* copy every time.

For improved impressions and faster-running performance try one of these Eastern office papers.

Atlantic Bond, Atlantic Duplicator, Atlantic Mimeo Bond, Atlantic Opaque, Manifest Bond, Manifest Mimeo Bond, Manifest Duplicator.

For sample sheets or packets ask your local Eastern paper merchant or write Eastern Corporation, Bangor, Maine.

use
ATLANTIC BOND *Business* PAPER



MADE BY EASTERN CORPORATION • BANGOR, MAINE



SERVING CHICAGO AND THE MIDWESTERN AREA

Lemarge has what you need . . . a battery of automatic machines capable of inserting as many as 12 pieces into one envelope . . . crews of experienced people to sort and tie mail accurately and speed your postal deliveries.

More and more mailers who want fast, economical, quality service are turning to Lemarge . . . the Midwest's leading mechanized mailing organization.

One of our representatives will gladly help on your next mailing. Phone today and get acquainted.



Write or phone
for details!

the **LEMARGE** company

417 S. Jefferson Street
Chicago 7, Illinois
Phone: HArrison 7-1030



Short Notes

D E P A R T M E N T

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ **THE BEST ARTICLE** so far on the new Simplified Addressing Regulation of the Post Office appeared in *American Printer* for November 1953 (page 23). Every printer and lettershop owner in the country should read it. It was written by our friend, Harry B. Coffin, and is titled: "New Postal Regulations Bring Tremendous Printing Potential." In a four-page feature, Harry Coffin calmly describes Simplified Addressing and shows exactly how printers and lettershops can present it to their customers. It is well worth reading. Incidentally, Harry Coffin has come up with a new format for a self-mailer. It is being marketed by Hobson Miller Paper Co., Inc., 280 Lafayette St., New York 12, N. Y. Harry calls it a *Zip-o-lope*. It is an 8½" x 11" sheet affair with perforated edges. When received by addressee, he tears off perforated edges and can refold a different way to seal and mail back to the original mailer as a business reply envelope. Get a sample by writing Hobson Miller Paper Co.



□ **IF YOU ARE USING SIMPLIFIED ADDRESSING**, there is a new regulation (December 3, 1953) permitting you to keep a closer check on carrier route counts. You can use a business reply post card as a facer on the separate carrier bundles. Indicate on the face of the card the carrier route and number of pieces. The card will be returned to you by the carrier with necessary corrections if the number of deliveries as shown on the card differs from the post office record.



□ **THE "HARD SELL" YEAR** predicted for '54 is well-interpreted by Keller-Crescent Co. (advertising), 28 S.E. Riverside Dr., Evansville, Ind. . . . in a dramatic folder. One side of a sheet is printed with green fluorescent ink. The other side has illustrated hands with die-cut thumbs. French-folded to 4¾" x 5½", the piece shows a number of "green thumbs". First page announces: "It Takes A Lot of Green Thumbs To Keep Sales Growing". Inside shows illustration of a farmer holding a basket

full of green orders . . . with copy reading: "What happens to those climbing sales curves now that the day of the hard sell is at hand? Marketing experts (five are named) are unanimous in their conviction that **GOOD ADVERTISING**, properly intergrated with good selling, will best insure your stay in the greener pastures of recent years." Piece was mailed with reply card in plain white envelope . . . sealed with a "green thumb" fluorescent label.



□ **JANUARY** is a good time to mention calendars. We reported last month that Nov.-Dec. are the months when most of them are mailed . . . and since then we've been trying to investigate how many calendars are used a year. William M. Allen, Merchandising Manager, Kemper-Thomas Co (large calendar producers), Norwood Park, Cincinnati 12, O., estimated that the total is close to 100,000,000 . . . although no official figures are available. What do you think? Send us any information or ideas you have . . . if the response is good, we'll do a calendar story in *The Reporter*. Could be interesting.



□ **MORE ABOUT THAT "MOUTHFUL"**: In the June, 1953, *Reporter* we published a short item titled "A Mouthful of Advice for Letter Writers." It was a 75-word gem of sesquipedalianism . . . originated by Australian h.m. editor Victor Vesta to teach business writers brevity. The tongue-in-cheek parade of twenty dollar words meant simply: "Write plainly, briefly, naturally and truthfully." Latest adaptation of Mr. Vesta's satire comes from Sam Shapiro, Manager, Linen Supply Assn. of America, 22 West Monroe St., Chicago 3, Ill. Sam has used the idea to curb rambling speakers who might otherwise monopolize a meeting. Mr. Vesta's "advice" is lettered on a large board and placed in front of the audience. At the start of the conference the chairman suggests that everyone read it. Then, if a member gets carried away and talks too

The inside story of the list business #17

Many of you who attended the convention in Detroit will remember the session on the mechanics of running a mail order business. It wasn't a glamorous subject but the enthusiastic response to the talks proved what a vital role it played.



Since time ran out on us at the convention, it seemed like a good idea to continue the session here in New York. So we arranged a couple of Names Unlimited "Extension Tables." The idea was for a few experts to head up a panel and to have an intense audience participation.

The opening part of the first session was written up in THE REPORTER OF DIRECT MAIL ADVERTISING last month, but an edited transcript of the whole two hour session will be sent to anyone who wants it. Just drop us a note.


A particularly fascinating story was told at the second session by Ellsworth Howell of the Grolier Society. (As a supplement to the Book of Knowledge, Grolier sends out a Year Book every year for ten years at a fixed price.)

A Nation on the Move

"Years ago, when people began to move by the millions, we had a tough time fulfilling our Year Book obligations to customers. People would write in and say, 'I didn't get my Year Book,' and we would look them up and they would be writing from a new address. To try to correct the situation, we had been using our "Returned Postage Guaranteed" Form 3547, and First Class Mail.

"The trouble was we weren't mailing enough so just for fun, we removed a batch of bills one month from their nixie envelopes and remailed them immediately with the same addresses in new envelopes. We got payments! I can't recall how many there were, but there were enough to prove that mail, undeliverable yesterday, is not necessarily undeliverable tomorrow. This was quite a revelation to us.

The "Opposite Method"

"We then devised a nixie system which we call the 'Opposite Method.' First, the offending stencil is transferred to the nixie file with all the other little nixies. If the mailing piece returned by the Post Office is an announcement or a bill — in other words,  letter mail as opposed to package mail — it is coded and immediately remailed in a new envelope under the class of postage opposite to that used the time before. For example, if the piece was mailed first

class originally, it is remailed third class with a Return Postage Form 3547 envelope; and vice versa; if it was mailed third class originally, it's remailed first class.

"If it is returned again by the Post Office, it is remailed again under the opposite class of postage to that last used. If it is a collection notice and it's not returned, we assume delivery was made, and restore the stencil to the regular billing file for subsequent notices.




"On the returns, we keep that 'Opposite Method' up for about four or five times, and we get payments, and we get addresses, and we get letters from our customers. It was a revelation to me, and it's really not a criticism of the Post Office. The fact is that people sometimes neglected to tell the Post Office that they moved, and then they get around to it some time later on.

"This system is expensive in cost and labor, but results in recoveries of new addresses and payments make it worth-while. We lose less than one percent of our customers each year through nixie addresses. I can assure you that it is worth-while.

4% Return on Nixies

"Our motto is, 'Never say die on nixies.' Every year we mail a so-called reinstatement offer to Year Book nixies, of two years before, and receive a 4% recovery. These names are two years old. They were nixies two years ago, and we still receive a 4% recovery! When you consider the consistent and persistent follow-ups that we used on our nixies in the year the customers became nixies, this result two years later, justified a policy of bulldog tenacity."

The first inkling we had of this kind of treatment of nixies mail was from George Cullinan who mentioned Aldens' methods of handling undeliverable letters. We have a few copies of this talk left for those of you who have not seen it yet. Apparently others, including South Carolina Mills, follow the same plan as Aldens. If you have a luxury product, or if your cost of securing new customers is very high, it might pay you to try using Grolier's system. 

If you have any mechanical problem in the handling of your list operation, perhaps we can help you. No obligation, of course.

Arthur Martin Karl

President

NAMES UNLIMITED, INC.

352 Fourth Avenue Murray Hill 6-2434 N. Y. 10, N. Y.
Charter Member National Council of Mailing List Brokers

OUR 26th YEAR IN THE LIST FIELD



A GOOD REMINDER CAMPAIGN

MODERN PHOTOGRAPHY magazine, 351 4th Avenue, New York 10, N. Y., used these excellent gimmick letters . . . merely as a seasonal "reminder" to advertisers. Top left shows a coffee grinder with actual coffee grounds tipped on. Top right features illustration of hammer hitting an actual nail. Next one down has a miniature garter attached. Real attention getter. Lower right has a piece of broken phonograph record tipped on. This idea has really caught on . . . several mailers have picked up the gimmick and are using it. Letters were produced by Sande Rocks & Company, Inc., 44 West 4th Street, New York 12, N. Y. These and other Rocks ideas won 1953 DMAA Best of Industry Award for Creative Services. MODERN PHOTOGRAPHY's Promotion Manager Roy M. Green and Advertising Manager Bob Dorin report that these types of letters do a king-sized job keeping MODERN PHOTOGRAPHY in the minds of prospective advertisers.

Short Notes CONTINUED

much, the chairman merely waves at the board in a good-natured manner. Sam also reports he's used the idea to instruct students, conferences on Better Communications. Seems that Mr. Vesta's mouthful of advice works like a charm. Look it up on page 37 of the June, 1953 Reporter and adapt it for your own use.



□ HERE IS ANOTHER STUNT for confusing folks who write or talk in a roundabout or illogical fashion. It is a nonsensical "poem" given to us by Gordon Morrison of Amarillo, Tex., on his recent visit to Garden City. If a crowd gets into a complicated argument . . . just spiel off the following and it will bring things down to normal. "Her have gone . . . her have went . . . her have left us all alone . . . us cannot go to she . . . her cannot come to we . . . it just couldn't was . . . don't it awful?"



□ A SATIRICAL QUESTIONNAIRE, fashioned after *The Kinsey Report*, got results for the Jackson-Marcus Supply Co. (steel products), 3612 E. 26th Street, Los Angeles 23, Calif. It was sent to J-M buyers of valves and fittings. Title: *The Jackson-Marcus "Whimsey" Report of "The Buying Behavior of The Human Male."* Typical questions: 1) As a youth did you have dreams involving pipe, valves and fittings? 2) Did you have much warehouse experience? 3) Were you exposed to such influences as older salesmen, manufacturers' representatives, or Vice Presidents? 4) At what age did you attend your first formal sales meeting? For answering the questions, buyers received J-M's annual gift award from a check-list of choices. Dorothy Gill of J-M's agency Clifford Gill Advertising, 8695 Wilshire Blvd., Beverly Hills, Calif., reports that response was literally "terrific".



□ LITHOGRAPHERS' NATIONAL ASSN., INC. is busy getting in gear for their 4th Annual Lithographic Awards Competition & Exhibit to be held in New York City during April 1954. Ralph D. Cole, Chairman of the Lithographic Promotion Committee, says that this year's competition will include 40 different classifications. Competition is open to anyone in the lithographic industry (including buyers, ad agencies, design and production people). Winning entries will be exhibited in New York; at the LNA convention in White Sulphur Springs, W. Va., and then will tour the country. Last year's winners (selected from more than 1,500 entries) has

toured over 12,000 covering exhibits in principal cities. Official announcement and entry blanks will be distributed this month. Write to LNA at 420 Lexington Ave., N.Y.C. for complete details.



□ EVERY YEAR the Line Material Co., 700 W. Michigan St., Milwaukee 1, Wis., mails to its 38,000 customers and friends an elaborate Christmas brochure. This year's edition was better than any of its predecessors. Christmas stories for the children. 3D pop-ups. And actual 3D pictures to be viewed with furnished blue and red glasses. Well done.



□ LOOKING FOR OLD PRINTS? Write to Bettmann Archive, 211A E. 57th St., N.Y.C. If you're stuck for an old-time print or picture you can probably find it at Bettmann Archive. They have ten thousand subjects . . . over a million prints. Nominal charge for reproduction rights, special sets and layout service. Write and tell them what you need . . . they'll send complete information.



□ THE MEXICAN PRISONER RACKET is with us again. One of the oldest rackets known to the postal inspectors. For the information of many of our subscribers who send samples of these letters (received by their friends) to us . . . tell your friends in all cases to send the letter to the local postal inspector. He will take prompt action because the name of the Mexican contact is always at the bottom of the letter. Every one of these cases is a fraud. There is no trunk with \$450,000 in it. But in spite of all the warnings, many intelligent businessmen have been caught by this racket.



□ ALWAYS ENJOY READING the monthly *Bulletin*, official publication of the Financial Public Relations Ass'n. Each issue contains different articles on direct mail . . . how financial institutions are using it to best advantage. One recent issue had eight case histories . . . ranging from a post card campaign promoting auto loans to story of an elaborate bank anniversary booklet. Congratulations to the *Bulletin* staff for the fine job they are doing.



□ HOW DO YOU SEAL SELF-MAILERS? Maybe you can find a new twist in Seal-O-Matic Machine Co.'s new booklet *How Automatic Sealing of Self-Mailers Cuts Costs, Speeds Production*. Shows different formats with



REPEAT PERFORMANCE

In the December 1952 issue, we gave a pat on the back to Lester E. Anderson, director Alumni Association of Oregon, Eugene, Oregon, for his gimmick letters used to solicit membership renewals to the Alumni Association. We reproduced five of the out-of-the-ordinary creations. As a result of that pat in the back, Les entered his campaign in the Direct Mail Advertising Association's annual contest and he won a Best of Industry award in his classification. This type of solicitation has been so successful that the campaign is being continued. We are reproducing five of the current pieces . . . because they may give some of you adaptable ideas.

ESLEECK

.. Thin Papers ..

Reduce
TYPING, MAILING
and FILING COSTS.

Use
**Fidelity
Onion Skin**

For
THIN LETTERHEADS
COPIES
RECORDS FORMS

Send For Samples

ESLEECK MANUFACTURING CO.
Turners Falls, Mass.

PENNY
CARBO-SNAP LABEL

**WHICH ADDRESSING
SYSTEM FOR YOU?**

CARBO-SNAP,* of course.

It's* how, with
your typewriter

+
your typist

+
CARBO-SNAP

+
ONE typing

your Direct Advertising can go
to your list as many as six
times.

More information and free
samples are yours . . . just ask
for 'em.

PENNY LABEL COMPANY
9-13 MURRAY STREET
NEW YORK 7, N. Y.

Short Notes CONTINUED

the best and most economical way to seal them with Seal-O-Matic machines. Worth investigating. Write to Seal-O-Matic at Chestnut Ave. & S. Main St., S. Hackensack, N. J.



□ **PERFECT SAMPLING** is accomplished by Comet Envelope & Paper Co., Inc., 5 E. 17th St. N. Y. C., by sending sales letters unfolded . . . protected in their acetate folders. Back side of the folder contains a reply envelope for ordering various Comet lines pictured in letter (including acetate folders). A good example of taking advantage of the product itself for realism and sampling. Sampling pays. One manufacturer we know hypoed returns tremendously simply by attaching some excess trim of his wood products to sales letters.



□ **A CALENDAR ERROR** was turned into a good letter by Credit Exchange, Inc., 1372 Broadway, N. Y. C. Across the top were a number of lines in different type faces, all reading: "Thirty days hath September; April, June and November". The letter below read: "Dear Subscriber — Our printer has set the above line 500 times as a penalty for putting 31 days in November on the 1953 CX calendar . . . We've enclosed a small gummed sticker to block out the 31st . . . or you may keep the extra day, with our compliments, for appointments with all the people you can't avoid any longer. (Don't include us; we're booked solid that day)." Good maneuvering out of an embarrassing situation.



□ **DREW PEARSON** has entered the ranks of publishers of Washington newsletters. His is being sold by mail. It is called: "Personal from Pearson" . . . a confidential, four-page interpretative letter supposedly containing information not included in his newspaper column. If you want information and a sample copy, write to Drew Pearson at 1313 29th St., N. W., Washington 7, D. C. The price is a whopping \$50 per year.



□ **ELMER LIPSETT** of S. D. Warren Co., 89 Broad St., Boston 1, Mass., sent us copies of the four new Warren information booklets. They are worth having in your library. 8½" x 11", side-stitched and paper-covered. Average 98 pages each. All four are titled: *Managing a Business With the Help of Printing*. But the series consists of four fea-

ture studies: No. 1 — The Annual Report; No. 2 — The Employee Manual; No. 3 — Sales Training and Direction; No. 4 — The Sales Catalog. About one-third of each book is devoted to verbal description. The balance, illustrations from actual pieces. Copies are available free to advertising men, printers and other business executives. Send your request to the Boston office.



□ **GLAD TO SEE ONE COLLEGE** actively promoting courses in direct mail. A release from the School of Business & Public Administration, The City College of New York (17 Lexington Ave., New York 10, N. Y.), tells about intensive courses in direct mail and mail order advertising to start February 10, 1954. You can get full information by writing to Dr. Robert A. Love, director of the Evening and Extension Division. Incidentally, *The Reporter* will be glad to publicize all college direct mail courses . . . if the professors will kindly get in touch with us.



□ **TWO DIRECTORS** of the Direct Mail Advertising Assn. are making important changes in their work during January 1954. Frank Gerhart resigned as advertising manager of American Type Founders (prior to ATF he was ad-



Gerhart

Theiss

manager of Champion Paper) to become advertising manager of Mead Sales Company. He will work with Hubert S. Foster, director of advertising, who has been in charge of Mead Paper promotion for nearly twenty years and who is world famous for his house magazine, *Better Impressions*. Will make a strong team. After several months at Philadelphia production office, Frank will move advertising office to Mead headquarters in Dayton, Ohio.

DMAA Director Arthur Theiss has announced privately to his friends that he has resigned as director of publicity and advertising of The Minnesota Mutual Life Insurance Co., St. Paul, and around the middle of January will head East for an even more important position. The details must be kept confidential for a later release date. This reporter wishes both Frank and Art much happiness and success in the exciting days ahead.

□ A BIG NEWS MAGAZINE is still getting "waste" coverage with their subscription promotion lists . . . even after repeated warnings. A Reporter reader sent us nine identical pieces he received from the magazine . . . all in the same mail! Our reader is on several lists of the same type . . . but in using them, the news magazine should at least plan spaced mailings if checking duplications is impossible. Duplications such as this example are expensive to the sender, annoying to the recipient.



□ FOREIGN MONEY is being used quite a bit for gimmick mailings. Shaller-Rubin Co., Inc., (direct mail advertising), 95 Madison Ave., New York 16, N. Y. mailed a worthless 20,000 German Mark bill with a letter headed: "What's Behind It?" Letter related that once the 20,000 Mark was worth plenty . . . "But now, it's just a quaint and curious souvenir. There's nothing behind it. That's what you should ask yourself when you choose an advertising agency. What's behind the calling card the account man leaves with you?" Good attention getter. If you're interested in using foreign money, write to August Tiger, 545 5th Ave., N.Y.C. He can supply you with all types of bills, etc.



□ A LETTER PLACEMENT GUIDE, making it easy for secretaries to position letters correctly on letterheads, is offered by American Writing Paper Corp., Holyoke, Mass. Consists of a sheet with three ruled boxes printed on it. One for short, one for average-length, and one for long letters. Secretary inserts the guide into typewriter under the letterhead. Outline of the boxes shows through letterhead . . . making a box guide for setting margins. She can insert as many carbon and manifold sheets under the guide as necessary. Makes it easy to produce good-looking, properly spaced letters. Write to American Writing Paper Corp. and ask for a copy.



□ W. IRVINE TWILLEY (ad manager, The Lowe Brothers Co., Ltd. 263 Sorauren Ave., Toronto 3, Ontario, Canada) was re-elected President of the Ontario Chapter of the Direct Mail Advertising Assn. for the 1954 season. We like the plans for the first five meetings of the new year. All will be panel sessions. Each will be focused on one particular phase or problem of direct mail. The first: "Our audience, the people we will try to sell." The second: "Our message (what we want to and should say)." The third: "The media, what forms of direct mail we will use." The fourth: "Timing and scheduling, when we will mail." The fifth: "Results, how we can measure effectiveness of our



creative design

for • PRESTIGE • ATTENTION
• INTEREST • ACTION

You can depend on a Tension Creative Design Envelope for reader impact!

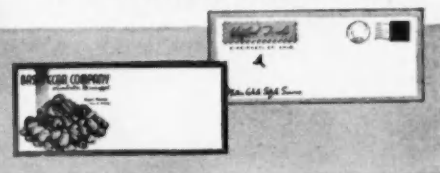
Tension knows the ingredients that make an envelope do an outstanding job—an envelope that's never "lost in the pile" . . . an envelope that increases prestige, arouses interest, intrigues the reader to open it and read your message.

To implement this knowledge, Tension maintains its own large art department, staffed by specialists in creative envelope design.

In addition, Tension offers you complete envelope design facilities to tailor the envelope itself to perform unusual tasks, save you time and money!

(A sample of Tension's Inventiveness is shown in the ad below)

TENSION ENVELOPE CORP.



TENSION INVENTIONS

ENVELOPES To Save
You Labor, Speed Service,
Help Prevent Mistakes!

SHORT CHANGED?

This Tension Envelope
Furnishes You A Record
For Your Files
While It's Out Collecting!



Tear-Off
Tab for Your
Record

Built-In
Coin
Pocket

Here's an easy, low-cost way to collect small change when a customer's mail order doesn't quite "add up": It takes just a minute—and two quick changes of carbon—to write the customer's name on both flap and record tab, indicate the balance due and reason for the shortage. The tab tears off, goes in your file. The address on the flap shows through the window, saves extra typing, when you slip this envelope inside an "address-saver" envelope for mailing.

Your customer knows at a glance how much he owes—and why. A built-in coin pocket makes it convenient to return small coin payments. The name and address on the flap makes positive identification easy when the envelope returns.

Write for a sample today!



TENSION ENVELOPE CORPORATION

New York 36, N.Y.—522 Fifth Avenue
St. Louis 10, Mo.—5001 Southwest Ave.
Minneapolis 1, Minn.—129 North 2nd St.

Des Moines 14, Iowa—1912 Grand Avenue
Kansas City 8, Mo.—19th & Campbell Sts.
Ft. Worth 12, Texas—3900 East Rosedale

NEW YORK

is art work headquarters. No question, here's where the real top work comes from. But maybe it is inconvenient for you to work in and out of New York. If so, you can get New York quality

ART WORK

by mail by working with G. C. Jefferson. Write us your problem. We do layouts, design, typography, finished art. We cover the whole field, from the top artists in town to the moderate price range. Copy writing, too, if you want it. We can work with you entirely

BY MAIL

which means you don't have to move from your desk to get exactly the kind of work you want. We plan, write, and do art work for folders, booklets, presentations, all kinds of merchandising and promotion pieces, annual reports, etc., etc. Find out what we can do for you. No obligation. Sit down now and write to

JEFFERSON

424 Madison Avenue, New York 17, N. Y.



FOR MAILING

large envelopes
samples
direct advertising
house organs
and other duplicate mailings

**you can't beat
DUPLISTICKERS!**

Write today for your sample package of Duplistickers... see how they will save you time and money on mailings.

EUREKA SPECIALTY PRINTING CO.
586 Electric Street • Scranton 9, Penna.

DUPLISTICKERS are made
only by *Eureka*

Short Notes

program." The Ontario Chapter will undoubtedly go places in its second year. It made plenty of progress during its first.



□ WE LIKE the small and simple h.m. published by J. M. Kesslinger & Associates (advertising), 37 Saybrook Pl., Newark 2, N.J. . . . called *Back Talk*. No pictures, no flim-flam . . . but it does have some prolific writing on a number of subjects. "One Man's Opinion" column is a real thought-provoker. And Kesslinger's honest, straight-forward reason for publishing *Back Talk* in the first place is found in this page 1 blurb: "*Back Talk* is a salesman. It doesn't try to be coy or subtle. Nor is it afraid to speak out in meetin' on subjects generally thought too controversial by advertising men. Sometimes it strays into morals and metaphysics. But the Customers aren't fooled. They know its real purpose is to solicit advertising business for J. M. Kesslinger & Associates." Good to see such house magazine straight-talk.



□ THE NATIONAL COUNCIL OF MAILING LIST BROKERS at its December meeting, elected the following officers for 1954: For Chairman, James B. Mosely of the Mosely Selective List Service, Boston; for Vice Chairman, Willa Maddern of Willa Maddern, Inc., New York; for Treasurer, Helen Tarbox of George R. Bryant Co., New York, and for Secretary, Anne Archer of Archer Mailing List Service, New York.



□ SOME POST OFFICES are doing something about employee morale on the local level. We get a kick from reading the internal bulletins published by local postmasters. There are very few working along these lines. One of the best is written by Postmaster Bill Woodard of North Chicago, Ill. We have just received a copy of the Columbia, S. C., four-page, mimeographed bulletin written by John Bigham, one of the clerks. It was sent to us by our friend, Maben Jones of The Letter Shop, 1207 Taylor St., Columbia 1, S. C. Wonderful copy.

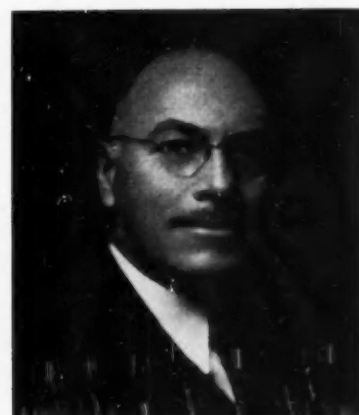


□ LUKE KAISER of Texantics Unlimited, 620 Texas Ave., Houston 2, Tex., has blossomed his already-fabulous "Texas Bucks" into a novelty game called "Be A Texas Millionaire". Although mass production won't begin until sometime this year many toymen have speculated that the idea has a good chance of becoming a fad — a

la *Scrabble*. Luke's Texantic side-kick, artist and TV star Vic Green, designed the game . . . giving players 200 "typical Texas ways to win or lose a fortune." Backbone of the game is a "Texas Treasury" of \$123,000,000 "Texas Bucks". Luke plans to sell only by mail order "out of Texas".



□ THERE'S A NEW SETUP in the rebuilt offset and lettershop equipment business. Popular Tom Darling has been associated with Joe Rubenstein of Addressing Machine & Equipment Co. for twenty or more years. Tom is widely known as an outstanding authority in both the offset field and lettershop industry. Ernest Payne has also been well known in graphic arts fields as one of the largest distributors of rebuilt offset equipment. A recent announcement by all parties involved reveals that a new corporation represents a consolidation of part of Addressing Machine & Equipment Co. and the Payne interests. The



Tom Darling

new company will be known as The Darling-Payne Corp., located at 82 Beekman St., New York 38, N. Y. The display room there will feature offset and lettershop equipment. Addressing Machine & Equipment Co. will continue headquarters at 326 Broadway, New York 7, N. Y., and will confine displays to office equipment such as typewriters, adding machines, calculators, etc. Although there has been a separation of companies and functions, the two organizations will be closely "associated" . . . and the two sales forces will be cooperating. Good luck to all concerned!



□ ARTHUR B. GIBBINS has left Canadian Industries Limited, Montreal after eighteen years in the advertising department. He has become an account executive with Direct Advertising Co., 1551 Bishop St., Montreal, Canada . . . and will be associated with General

Manager Joseph Heillig, who certainly knows his way around in direct mail circles. Art was one of the judges in the 1953 Best of Industry Contest of the Direct Mail Advertising Assn. and this reporter enjoyed working with him.



□ **GOOD LUCK** to Charles R. Choquette, former Assistant Advertising Mgr., Aetna Life Insurance Co. (Hartford Conn.) . . . who has joined Reply-O-Products Co., N. Y. C., as Assistant to President Charlie Binger. Besides helping with management duties, he'll also service the 30 life insurance companies using Reply-O-Letters.



□ **THAT FILM SPOOL IDEA** used by *Steel* magazine (see Short Note in November Reporter page 6) has been adopted by The Torrington Co. (precision metal parts), Torrington, Conn. 17 picture and copy "frames" on simulated film are wound around on actual Kodak film spool. When unwound, the "film" tells the story of Torrington "Quality and Economy". Like the *Steel* piece, it was mailed in small canvas bag with address tag attached. Seems like this idea is getting popular.



□ **A NEW PHOTOGRAPHIC PRICE LIST** published by R.C.S. Studios, 123 Wacker Dr., Chicago 6, Ill., will help you estimate any photographic production job. Contains prices on copy photos, quantity prints, Eraso prints, translites, studio photography, giant prints, etc. Also includes helpful hints on proportioning photos for any job, making display shadow boxes, retouching photos, copy negatives and other information on how to use commercial photography. Write to RCS and ask them for a copy.



□ **GEORGE DUGDALE** of The Drumcliff Co., Hillen Road & Centre Ave., Towson 4, Md., thinks somebody should make a survey to determine when Christmas gift offers should be mailed. He questioned an item appearing in Short Notes sometime back, in which we advised early mailings . . . especially to business firms who might purchase bulk orders for Christmas gifts. George thinks some of the gift offers to individuals are being mailed too early (immediately following Labor Day, when people are not in the Christmas mood). The argument could only be settled if some of the gift mailers would make split runs next year and keep accurate records of the returns from the same circular mailed in equal parts on September 1, October 1, November 1, etc. Are any of you mail order people interested in



*The letterhead paper you'll find
in offices where decisions count*

From the offices and conference rooms of America's key executives come decisions that often change our whole pattern of living. And when their decisions are put into writing, these men know that the right letterhead paper can enhance the prestige and authority of the message.

That is why you will find so many leaders in every field have chosen Cockletone Bond to represent them. They've found that the firm, "heavy" feel, the crisp crackle, and the rich, pure white of Cockletone Bond lend dignity and importance even to day-to-day correspondence. Yet its cost is surprisingly low. Why not let us send you a sample book, and the Cockletone Bond portfolio of letterhead designs? Just write on your business letterhead for your free copy. Hammermill Paper Company, 1621 East Lake Road, Erie 6, Pennsylvania.



You can obtain business printing on Hammermill papers wherever you see this shield on a printer's window. Let the Guild sign be your guide to printing satisfaction.

successful sales letters . . .

— rarely just "happen". They are the result of careful planning and knowing what makes a letter "pull". The format, too, plays its part in getting attention . . . maintaining interest! You can PROVE this easily by TESTING Return-A-Card against your present mailing. You'll find the pre-addressed, "built-in" reply card makes it easier to reply — get better results — costs less per response. Write for your FREE folder of "Successful Sales Letters", showing this unique format applied to many promotion problems.



SALES LETTERS
INCORPORATED
250 W. 49th St., New York 19,
Telephone Circle 6-0843

Trump Cards for Fund Raisers

WHEN you can get your appeal across on paper you have a major trump card which you can play over and over again. But getting your appeal across requires much more than writing copy that talks about your organization and what it does.

EVERY organization that appeals for support has many hidden "trump cards" which, when found and played right, will increase their contributor response.

THERE'S nothing mysterious about this. It's the old story of knowing what to look for and, having found it, how to apply it. We've dealt many an organization winning hands of trump cards. Your inquiry will bring further information about how we can do the same for you.

WILLIAM D. PROFT
ASSOCIATES

27 Washington Place East Orange, N. J.

Telephone ORange 3-2233

Specializing in the counseling and dramatizing of direct mail fund-raising.

Short Notes CONTINUED

such an experiment? Or if you have any ideas on the subject, let's have them. In 1953, there was a deluge of gift offers clear through December. Many, we thought, were much too late.



□ DOES CORPORATION ADVERTISING WORK? The answer seems to be "Yes" in a giant-sized booklet published by *Newsweek* magazine, 152 W. 42nd St., N.Y.C. With the aid of Julian Watkins (author of *The 100 Greatest Advertisements*) *Newsweek* compiled 20 of the best corporation ads they had run in 1952. Ads are reproduced in the booklet . . . with a short case history of their accomplishments by each company's advertising executive. Result proves that corporation advertising (to create favorable identity and establish integrity) is well worth it and essential.



□ ADVERTISING FEDERATION OF AMERICA has boosted its membership to 105 member clubs with the acceptance of the Advertising Club of Wheeling, W. Va., and the Advertising Club of Savannah, Ga. Both of the clubs are newly organized . . . with J. Richard Sonneborn of the Hub Store, President of the Wheeling Club, and Savannah Sears-Roebuck store Advertising Manager Fred Irby as the first President of the Savannah club. Congratulations and good luck to both of the new southern clubs!



□ CONGRATULATIONS are also in order to White Motor Company for the 32nd annual edition of their *Autocar Cost Record Book* . . . published by White's Autocar Division, Ardmore, Pa. The book provides a simple and accurate system for keeping a record of operating cost for each vehicle in a trucking fleet. It's given on request, free of charge, to all heavy duty truck operators whether or not they have Autocar trucks. Simple one page instructions for use of the monthly record sheets enable any motor truck owner to eliminate guesswork from operating expenses. Congratulations to White for making the free service book a 31-year tradition with truck owners . . . public relations at its best.



□ HOWARD CALKINS, Chairman of the Board, Albert Frank-Guenther Law, Inc. (advertising), 131 Cedar St., N.Y.C. sent us a reprint really worth reading. Entitled "Operation Mousetrap". Was an article by Merle Thorpe appearing in the Oct. issue of *Service*, h.m. of the

Cities Service Oil Co. Thorpe beautifully presents the art of salesmanship, explaining what it means to our civilization and economies. He cites many vivid examples in sales history . . . proving the worth and validity of the salesman. Good reading and a good lesson. Nobody wants a "better mousetrap" at first. Better mousetraps need better mousetrap salesmen!



□ WARPED SENSE OF HUMOR DEPT.: There's a nitwit in Sherill, N. Y. who is "having fun" at the expense of a leading publication. Scribbles this on reply cards: "You Pay Postage On This . . . It's Fun, send some more." Sherill, N. Y. is a small town . . . seems to have a small person in it as well.



□ CURRY WEATHERBY, circulation manager and secretary of *American Agriculturist* (413 Savings Bank Bldg., Ithaca, N.Y.), was recently elected president of the Agricultural Circulation Managers Ass'n. The ACMA repre-



Curry Weatherby

sents 43 farm papers in the United States and Canada, with circulation in excess of 13 million farm readers. Members are very direct mail conscious because they get most of their circulation through the mail.



□ A PANEL of *Direct Mail and Hotel Letters* at the recent Hotel Sales Management Assn. convention showed a predominating interest in letters to promote convention and group business. The 2½ hour panel was conducted by John Patafio, Ambassador Letter Service Co., 11 Stone St., N.Y.C., who presented actual hotel and restaurant case histories, showing hotel men the letters used, results, etc. Leonard Raymond, Dickie-Raymond, Inc., 470 Atla. Ave., Boston, 10, Mass.,

(Continued on page 41)

MEMO:

EXECUTIVE APPOINTMENT CALENDAR--DELUXE

* FREE to friends, registered list owners and large users of lists

For convenience in keeping track of mailing dates, schedules and appointments I designed a unique calendar many years ago which has since become an invaluable desk tool to hundreds of our business friends.

This year I had planned a Limited Edition of one thousand, but as the job was in progress so many requests came in that I increased the print order and now have extra copies available.

See dates and deadlines a month-in-advance at-a-glance

The format for 1954 has been entirely redesigned. The spiral binding has been replaced by a loose-leaf 10" x 13" deluxe alligator-grain portfolio. Each page shows an entire month-at-a-glance with space next to each date for hand written notations and reminders.

As a scheduling aid, each of the 16 pages has calendars of the two previous and the four forthcoming months under clear plastic. You can plan 16 months ahead --- from January 1954 to April 1955.

Some executives and production people like to hang the calendar on a wall. For this purpose there is a brass grommet through the case with a brown silk cord. Others find it most useful on top of the desk or in a drawer (or on the secretary's desk).

If you know me well enough to call me by my first name, you can have the calendar free. If your list is or might be registered with us for rental purposes, you certainly can have one. If you rent names in volume, I'd be delighted to send you one. Please request on your letterhead. No obligation.

Lewis Kleid

* I have no desire to sell the Executive Appointment Calendars since each page carries a testimonial about our mailing list service, but they are expensive to produce (mailing weight 1 pound). You be the judge as to whether you should get it free. If you think not, send \$3 check with order and I guarantee that you will find this desk tool invaluable --- or without question you can retain the calendar and your check will be returned.

Mailing Lists **Lewis Kleid Company** 25 West 45th Street, New York 36, N.Y. Judson 2-0830

153G Charity Bone for the Dogs, But Fido Got Only the Leavings

By Charles McHarry and Henry Lee
A \$75,000-a-year fund-raiser promoted \$153,000 by direct mail for a dog-training foundation last year, but the dogs "and other welfare" got only \$22,000 of the gross, a joint legislative committee investigating charity rackets disclosed yesterday.

Willard L. Kauth, of Tuckahoe, the direct mail whiz, explained placidly that next heavy fund-raising costs the first few weeks before word of their fine work gets around. Thus, he viewed with positively no alarm the following analyses by the committee of his operation.

Charity City of Gyps Bilking \$5,000,000

Christmas Appeal Traps The Suckers

By ALLAN KELLER
Staff Writer

Between now and New Year's Day—the open season on suckers—New Yorkers will be bilked of an estimated \$5,000,000 by charity racketeers.

Sadly, Americans will give \$50 in charitable donations, not help a single cripple or make use more of a fine double veteran.

GIFTS FOR KOREANS LINKED TO RACKETS

Wagner Impersonated in Drive—Inquiry Chairman Urges Aid for Legitimate Funds

By CHARLES GRUTHER
Clothing donated for Korean relief was sold by a crooked promoter to the second-hand trade, a joint legislative committee was told here yesterday.

Less Than 10 Per Cent:

Vets Get Little Pen Fund Cash

By SAMUEL CROWTHER 34
A charity promotion outfit, now soliciting funds for Disabled American Veterans by sending unordered ballpoint pens through the mails, withholds over 90 per cent of proceeds for "expenses," an audit revealed today.

More than 1,200,000 residents of New York State have been bombarded with these pens during the past two months with a request for a donation of "a dollar or more" on the plea that "three million disabled veterans need your help now."

An enclosed appeal letter, bearing the salutation "Dear Friend," reads in part:

"My name is Bob—I'm one of America's many disabled veterans. I'm 32 years old. A piece of Red China caught me on Bushy in a

More F 'Chari

Cheap 'Inundate' Mails

By M. Jay Racusin
The Tompkins-Rabin joint legislative committee was told yesterday that the city is being "inundated" with all kinds of articles, from punch boards to mail pieces, sent through the mails in alleged charity

Charity Probe Shocked, Seeks Tougher Laws

One Legislator Demands Audits To 'Hang Crooked' Organizations

By ALLAN KELLER
Staff Writer

Tough legislation will be enacted to curb professional promoters who rake in huge profits while collecting contributions in the name of charity, if the Joint Legislative Committee investigating charitable matters has its way.

After three days of testimony showing that many fund-raising practices are highly unethical, if not actually illegal, and stories of organizations that got only a small percentage of the millions contributed by an open-hearted

Christmas Seal Sale Drop 15 P.C.

Sales of Christmas seals for the New York Tuberculosis and Health Association, Inc., have fallen off 15 per cent this season, it was disclosed yesterday by Dr. Herbert R. Edwards, executive director at the association's office, 486 Fourth Ave. The loss amounts to \$80,000. Dr. Edwards said. The amount received from sales of stamps this year is \$328,167 as contrasted with \$389,086 at the same time last year, he said.

Dr. Edwards said the immediate reasons for this drop, which he said was only tem-

Charity Fund Phonies Face Prosecution

All information on alleged "charity fakers," uncovered at a legislative hearing here last week, will be turned over the State Attorney General and to the Post Office Dept. for possible prosecution.

said the pitch was worked of 2,000 \$1 bills to var-

As a result of the hearings, State Sen. Tompkins (R Queens), co-chairman of the investigation committee, introduced the State

Fakers Posed As Wagner in 'Charity' Calls

Impersonated MDs, Lawyers on Phone
By ROBERT H. PRALL
Staff Writer

An assistant district attorney today lifted the curtain on the "boiler-room" operation of a phony charity which had fast-talking solicitors impersonating doctors, lawyers and even Mayor-elect, Robert Wagner.

None Went to Disabled

Demand Stiff Charity Laws

Tough new laws, including mandatory printing of solicitors, were proposed by city officials as witnesses continued to give probers how the public is mulcted by "professional pitchmen and boiler-rooms."

D. A. V., Inc., Collected 21 Millions in 3 Years

By M. Jay Racusin
Disabled American Veterans, Inc., a national veterans' organization of some 170,000 wounded service men, was disclosed yesterday to have collected more than \$21,000,000 in the last three years, ostensibly for the benefit of veterans but not one cent of which went directly to disabled men.

This was the startling money placed open hear-

Probers Hear:

Fund Promoter Had Vast Income

By SAMUEL CROWTHER 34

Continued from First Page
dren, but not a dime ever went to such a child.

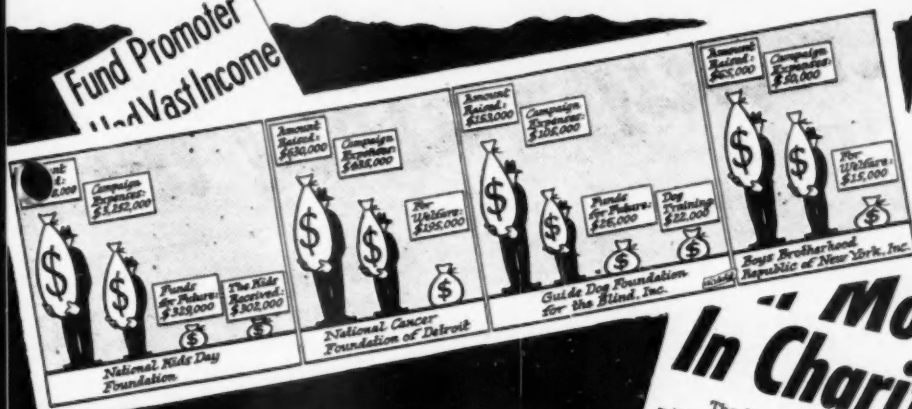
Sturges, in his testimony, flatly declared that singer Bing Crosby had given permission to the Foundation to use his name in solicitations and once had member of its advisory

in direct contradiction statement Monday by Mr. Committee Counselor Crosby as saying he did not ever give

cluded the distribution of unordered merchandise such as miniature automobile license tags, ball-point pens and puzzle prize contests.
2. The names and photographs of the donors.
Continued on page 16, column 3



Fund Promoter Had Vast Income



At Charity Gyp Probe:

Fund Promoter's Vast Income Told

By SAMUEL CROWTHER 3d

A Chicago promoter specializing in charity fund drives made so much money that he was able to join a syndicate which bought a major Hollywood studio for \$36,000,000 last year, it was testified today.

The sensational declaration

made by Attorney Nathan

Frankel, committee accountant, said that \$14,529,000, or 68 per cent, of the total collected, was for welfare.

"More Witnesses In Charity Gyp Probe

The hearing into the workings of "charity" rackets which gyp the public out of millions of dollars a year resumes today before a joint legislative committee. Witnesses at yesterday's session in the New York County Court House brought out that the Disabled American Veterans, Inc., and its Service Foundation collected \$21,480,000 during the past three years but did not spend a single dollar directly for welfare for any disabled veteran.

Nathan Frankel, committee accountant, said that \$14,529,000, or 68 per cent, of the total collected, was for welfare.

A REPORT BY HENRY HOKE

(who wishes he didn't have to write it)

MUST READING FOR EVERYONE
WHO WANTS TO LEARN THE

TRUTH

December 1953 will go down in history as the month when Direct Mail (as a medium) took its worst beating . . . got its biggest black eye in the sight of the general public. It was far worse than in the roaring twenties when the relatively new medium was crippled by frauds, such as Dr. Cook's wildcat oil schemes and the Ponzi-type promotions.

During the pre-Christmas season, the newspaper headlines screamed of frauds and deception in the charity rackets . . . as a result of the open hearings of the joint investigating committee of the New York Legislature. Wherever business people gathered . . . the sensational revelations were the subject of indignant conversation.

The newspaper headlines and stories were not exaggerated. We have no complaints of newspaper coverage. We are only sorry it had to happen. We are sorry that so many people have been "educated" to suspect all mail appeals . . . not just charity direct mail.

We also have no complaints about the investigation itself. It wasn't a McCarthy type of operation to smear a lot of people. It was a sober, judicial effort to collect facts on which to base protective laws which will be introduced in the next session of the New York State Legislature. Laws usually come about as a result of social or economic abuses. That is true in this case. So it's up to all of us in direct mail to help all we can to clean up the

Gyps Make It Tough For Honest Charities

The current expose of fund-raising gyps has chilled some of the holiday season's warm-hearted generosity in this town.

Men with big ideas and very small causes have bilked the public of millions of dollars, joint legislative committee hearings revealed, and as is often the case, innocent organizations suffer.

"Someone has to get hurt, this time it's us," said Dr. Albert Edwards, director of the city's division of the New Tuberculosis Assn.

"Sales of tuberculosis material are going

TB SEAL SALES DIP IS LAID TO INQUIRY

Returns Here Range 5 to 15% Below 1952—Officials Fear Quotas Will Not Be Achieved

Disclosures of irregularities in various charity appeals has hurt the sale of Christmas seals by local tuberculosis associations.

Spokesmen for the groups, which are affiliated with the National Tuberculosis Association, said yesterday that returns on the seals were running 5 to 15 per cent below the comparable 1952 period, and some of them were doubtful that the same pessimistic appraisals were made as reports from other parts of the country showed "definite increase" or insignificant declines.

One of the spokesmen could not say much of the decline was attributable to public reaction to the

Quiz Bares More Fake 'Charities'

Cheap Gadgets 'Inundate' Mails

By M. Jay Racusin

The Tompkins-Rabin joint legislative committee investigating charity rackets was told yesterday that the city is being "inundated" with all kinds of articles, from punch boards to mail files, sent through the mails in alleged charity appeals.

NO DIRECT D.A.V. AID GIVEN TO VETERANS

68% of \$21,480,000 Raised in 3 years Went for Promotion Work, Inquiry Is Told

By CHARLES GRUTENBERG

Not one dollar of direct aid was given to any veteran or dependent out of the \$21,480,000 that the Disabled American Veterans, Inc., raised in the last three years. The organization came out on national

Welfare Unit Offers Data To Check on Charity Pleas

All persons who are approached here for funds or use of their names for charity or welfare organizations that are not known to them can check on the validity of the appeal by communicating with the contributors' information bureau maintained by the Welfare and Health Council of New York City at 44 East Twenty-third Street. The telephone number is ALgonquin 4-5500.

Officials of the council, which is a coordinating and planning organization for private and public welfare and health agencies in New York, said yesterday that all information would be given without charge. All inquiries will be handled confidentially.

mess and overcome the damage that has been done. And understand . . . this is not just a New York affair. The damage is country-wide.

The hearings in New York were . . . nearly unbelievable. Some of the charity promoters called before the committee were arrogant beyond all belief. They smirked over and bragged of their prowess in collecting funds by "unorthodox methods." One case (previously critized in *The Reporter*) openly admitted that the objects of the charity got not one cent. There were other cases where the promoters retained as high as 90% of the take from the gullible public.

All these revelations, coming just before Christmas, wrecked havoc with the legitimate charities. Contributions to the super-honest TB Christmas Seal campaign were down more than 20%. And if you mail order people think this case doesn't concern you . . . you are kidding yourself. Mail order operations were down too . . . and much of the decline can be blamed on the public resentment against, or suspicion of, rackets in the mail.

For these reasons . . . I want to give this report of background. It should be *most reading* for everyone connected with direct mail . . . large, medium or small.

For many years, *The Reporter* has taken pot shots at frauds . . . particularly the growing rackets in the charity field. We had to be careful to avoid libel action because we didn't have a war fund to fight such actions. We were threatened many times.

It wasn't until January 1950 that we made a full-scale attack on the charity rackets. In the lead article of the January, 1950 *Reporter* we presented three serious "situations" which were hurting *all* direct mail. One was concerned with charities.

We ask you to read this reprint from the January, 1950 *Reporter* carefully:

Reprinted from the January, 1950 Reporter:

"The Tin Cup"

I had been planning a series of articles for 1950 on the general subject of Fund Raising by mail . . . but after seeing what happened during November and December of 1949 . . . I've decided to hold off for a while until the fund raisers themselves jump in to clean up a very sorry mess which is hurting all direct mail.

The mails were literally flooded (and I mean flooded) with begging, tin-cup letters. I don't want to hurt the legitimate charities . . . but there must be an end some place. I've checked with business and professional men of all kinds. The flood was embarrassing and irritating to all of them. One business man estimates he received from six to seven appeals daily during the period before Christmas. The good ones suffered by going into the wastebasket with the bad.

Professional men, such as doctors and lawyers, seem to have been hardest hit this year. A dentist told me he had tried to follow a policy of responding to all appeals with a modest and equal donation — but if he had answered every appeal this last Christmas season, it would have taken more than his income during the period. He was particularly incensed over the people who sent him pencils, mementoes, plastic crosses and asked that they be returned if donation was not

forthcoming. He was also incensed at the many follow-up telephone calls which consumed his time.

Runners Get Paid, Too

I've been in touch with the Financial Secretaries Association. They are alarmed, too. Some cases cropped up this year where individuals actually started a charity drive for themselves only. In other cases, "professionals" were handling the drive on a big percentage of the "take". On telephone follow-up solicitations, even the runners who are dispatched promptly to get the check get a percentage.

This flood of begging mail . . . pulling out all the tear-stops of Christmas . . . has definitely hurt direct mail and it has also hurt the legitimate year-round charities.

I think the Financial Secretaries Association should get together with the Better Business Bureau, the Contributors Information Bureau, the Welfare Council (and whoever else might help) to plan a determined drive to stop this prostitution of the spirit of Christmas.

The plain ordinary commercial users of the mail can't do very much about it . . . except to howl and to warn people against the fake or questionable charities. But we should all push for some plan whereby charity ap-

peals are spread throughout the year and not concentrated into one confusing mess around Christmastime. And fake charities, the questionable operations where the promoters pocket most of the "take", should be crowded out just as surely as we want to crowd out commercial fakers and racketeers. Only in that way can we keep a healthy respect for all appeals in the mails.

"Urgent Matter" Racket

One of the most outlandish cases in the whole sorry mess was a postal card sent to a large list of women . . . asking them to call immediately the commander of a veterans group about an "urgent matter."

I received many complaints. One was pathetic. An elderly woman received the card on a Saturday and went to bed with worry because she couldn't get the number of the 'phone during the week-end. She thought something was wrong with one of her sons.

Another son jumped in on Monday and got the number. It wasn't the official headquarters of the Veterans Group. It was a professional, telephone-solicitation set-up. The reason for the card was that the organization was staging a Christmas Party and wanted donations. It's an outrage and should be stopped by the more sober national officers.

I've been in touch with the Better Business Bureau. They've been swamped by complaints and inquiries. People have told the BBB they are so disgusted with the mass of money appeals they are losing respect for all mail appeals. One responsible business man questioned: "Are we getting to be a beggar nation? Everybody is holding out a tin cup."

Following the appearance of that article (part of a longer tirade against deception and misrepresentation in commercial appeals) . . . there was a lot of hullabaloo behind the scenes. We were censured by some charity people for bringing this delicate subject out in the open. But some of the legitimate social service workers agreed with us. Some even suggested a mass meeting at which we would try to work out a plan for policing the field in order to clean up the mess before some legislative body began talking of legal controls. But the plan fell through.

So *The Reporter* continued spotlighting some of the worst cases . . . needling the promoters of fake charity schemes where the promoters get most or all of the take. We were roundly condemned by some of our friends for criticizing the National Kids' Day campaign . . . until the *Wall Street Journal* blew the roof off by revealing the actual figures.

In the December, 1950 *Reporter*, we told the story of how two previously criticized campaigns for cancer (the dollar bill mailings) had been stopped by the Attorney General of New York State. One of those campaigns, involving a New York lettershop, promoted a Detroit hospital and emphasized "more than 70% of our patients are non-paying." That was true in a sense, since there *wasn't any hospital*.

Here's a quote from the December, 1950 *Reporter*. Read our recommendation:

The Attorney General of New York is to be congratulated on making a start at cleaning up a very deplorable situation. It has definitely given direct mail a black eye . . . and it will hurt *for the time being at least* many of the worthy charitable organizations who use the mails.

Last year, at this same time, this reporter urged the legitimate social welfare organizations to get together . . . to map plans to expose the racketeers . . . to prevent in some way the deluge of charity appeals around Christmas which irritate the recipients.

We again urge this kind of action. The public should be warned of frauds. The public should be given some assurance of safety and dependability.

We think some plan could be devised by which every worthwhile charity organization could carry on its letterhead or promotion piece some definite statement of "approval by ----" or a definite reference to some reliable



HAPPY RETURNS IN '54 FOR YOU!

Your choice of envelope affects your mailing returns. Cupples Personalized envelopes feature inspired use of color, design and embossing to make your mailing stand out where it must - - when it is first received by the addressee.

Let your Cupples representative show you how to get the happiest returns of all - (\$) - your business reply envelopes coming home to you with an order and a check enclosed.

BOSTON

WASHINGTON

PHILADELPHIA

S. Cupples
envelope co., inc.

360 Furman Street • Brooklyn 1, New York

source of information, such as the Better Business Bureau.

Otherwise, fund raising appeals will continue to shrink in returns.

In the January, 1952 Reporter, we again took a crack at all the "situations" affecting direct mail negatively. One paragraph read:

1. The rackets continue . . . principally in the shady charity "game." Law officials scored a triumph during past year in getting convictions against two promoters of the dollar bill gimmick in raising money for a worthless charity. The Post Office and Federal Trade Commission cracked down on several of the promoters of the clip-and-paste phony directories. Fraud orders were numerous. But too many gyps continue to operate . . . sending unordered neckties, wallets and what-not as high-pressure inducements to donate. The only solution is exposure and cooperation with your local Better Business Bureau. Help to drive the chisellers and the fakes out of the mails. You have a selfish interest. The fakes decrease respect for legitimate mailed appeals . . . yours included. If you are not on the BBB Bulletin list . . . get on it and keep informed. Keep sending to *The Reporter* any mailing pieces which seem suspicious.

Nearly every issue thereafter carried some item exposing frauds or rackets. Subscribers to *The Reporter* became much more concerned and active. Nearly every mail brought us letters of complaint . . . and evidence. Most of this we turned over to the postal inspectors or Better Business Bureau.

The February, 1953 *Reporter* carried another hot story on the situation titled: "An Urgently Needed Project." We knew that the new officers of the Direct Mail Advertising Association were seriously considering establishing a Code of Ethics Committee . . . so we wanted to help it along

by publishing an up-to-date recounting of frauds, rackets and misrepresentations hurting direct mail.

Part of the February, 1953 report read as follows:

Some way should be found to stop (by negative publicity if not by law) the mailing of unordered merchandise. It has been revealed that the mailing of fountain pens, address stickers, etc. for the National Kids' Day Foundation cost the "charity" more than the dollars collected from the suckers. In other words . . . the promoters and manufacturers of the gimmicks got all the hundreds of thousands of dollars collected from the public. AMVETS, D.A.V., Gold Star Wives Service Foundation and others, continue to mail all sorts of gimmicks to embarrass the recipient into a forced donation. All sorts of fringe organizations are mailing pencils, shoestrings, neckties and obviously counterfeit signed contribution books ("please return"), in an effort to milk the public out of funds which in too many cases go largely to the promoters. They follow up with irritating collection mailings, "Either return our ties, or pay for them." These things decrease respect for direct mail. They should be stopped.

The Association, with a code of ethics denouncing this type of fraud, could deny membership and its "adherence seal" to any organization using the deceptive unordered merchandise racket. And automatically . . . the Association should also deny membership to any producer (printer or lettershop) whose love for the pocket-book was stronger than his conscience.

From there on the report itemized fraud and misrepresentation cases and wound up with this appeal:

The Reporter will continue to campaign alone . . . as long as necessary. We are not afraid of libel suits (or

threats) as long as we get facts. But we'd be a lot happier if this crusading for *clean mail* became a combined effort of an aggressive, wide-awake, courageous association. We believe the DMAA and also the Mail Advertising Service Assn. are headed in that direction.

Concurrently with the appearance of this article, the then President of the DMAA, (Lester Suhler) announced the appointment of J. S. Roberts (Retail Credit Co., Atlanta, Georgia) to head the Code of Ethics Committee.

Many months were spent in analyzing the situation and deciding on the make-up of the committee. It was formally organized and had its first meeting in Washington, D. C., on December 1, 1953 (as reported in the December issue). Two sub-committees are now at work. One to write the code; another to devise a program to implement the final code by publicity, education and enforcement. Definite progress is being made and behind the scenes some of the worst culprits are worried about what such an operation will do to them. They are starting to clean up or be cautious before the code is even written.

We wish all this code business could have been established before the entry of a legislative investigation of direct mail appeals and before the public was given an airing of direct mail's dirty linen. But at least the coming code is not a result of the legislative investigation. It was being worked on long before this ill-fated month of December 1953.

We urge all readers of *The Reporter* to get behind this drive to establish a workable, enforceable code of ethics for the users of the mails. It is in *your own selfish interest* to do so. The hullabaloo in New York has demonstrated that public confidence

ART WORK BY MAIL

PRELIMINARY SKETCHES AND



**Dependable Service by Mail
to all Parts of the Country**

Here are some of the things you can obtain from me by mail. Preliminary sketches and finished drawings ready for reproduction for books, magazines and advertising. Comprehensive dummies for the preparation of folders, booklets, letterheads, catalogues, house organs, annual reports and similar advertising material. Made from your typewritten copy, these dummies will include a general visualization of an attractive manner of presenting your message both as to design and color. They will include recommended type faces best suited for the piece and your copy will be scaled to fit type areas. Photographs will be scaled and shown in size and position and cover design or other needed art work sketched in position. The dummy or sketch that I will prepare from your copy will visualize for you how your printed piece will look and serve as an accurate estimating guide for your printer and engraver. Send me your material and I will quote prices and time needed for delivery of your work.



in mailed appeals can be destroyed or injured by frauds and rackets. No one is immune from this danger. Even the industrial advertiser who approaches selective markets. You must maintain confidence in the truthfulness of mailed appeals.

So if you have suggestions for the code or its enforcement . . . send them to J. S. Roberts, chairman, in care of DMAA headquarters (381 Fourth Ave., New York 16, N. Y.) . . . even though you are not now a member. Every suggestion will get consideration.

You might be surprised at how much deep concern there is about the morals of advertising . . . not just direct mail. This reporter has attended quite a few meetings lately when the chips were down. Open criticism of some of the biggest national advertisers.

I've had an opportunity to see how some of the biggest companies are trying to protect their moral reputation. Fred R. Michaels, of Sears Roebuck & Co., showed me the confidential, 178-page, bound book which contains the unbreakable code of ethics for all officers and copywriters of that company. It boils down to a set of regulations demanding that every word of every product description must be the truth and *nothing but the truth*. Sears has found that there is no substitute for *truth* . . . that no business can long endure unless it tells the truth.

At a luncheon recently, Max Sackheim told us a fascinating story of his younger days in the advertising business. He became annoyed and upset because the *New York Times* censored his advertising claims so strictly. He resented their insistence on removing exaggerated claims. But then he found out that every time the *New York Times* insisted on a change toward more truth or accuracy . . . results from the ads im-

proved over the uncensored originals run in other papers. He has followed that code through the rest of his life.

When others were complaining about the restrictions on the word "free," he had already discontinued it. Results were better. Says Max: "It's just good business to be truthful."

Perhaps the best story about morals in advertising came from a convicted murderer in Arizona State Prison. I reported it in *Dogs That Climb Trees*. Louis Victor Eytinge always denied the murder but was a confessed forger and confidence man. Back in the nineteen's he built up a mail order operation in prison to raise money for eggs, milk, screens, etc., for the prisoners. A new prison administration restricted each convict to two letters a week.

Quoting from *Dogs That Climb Trees*:

It was then that Eytinge learned the secret of writing letters. He was limited to *two letters a week*. They had to be good. They had to pull. After years of crookedness, this convict learned that a letter with an obvious misstatement or an apparent exaggeration wounded itself. He learned that he had to write the simple truth about his goods. He learned that when he undertook to write nothing but the truth, he could do it with a force he had never felt before. He found that the truth, forcefully told, is the only strong lasting argument.

His two letters per week pulled results because he worked on those letters for a whole week. And he picked his prospects carefully.

I heard the Eytinge story after he had been paroled back in 1922. I still think his "code" makes good sense for American business . . . and for all direct mail writers. With him it was an enforced code. Unfortunately, he couldn't stand the outside of prison walls and soon got into trouble again.

Of course, none of us connected with the code of ethics project are naive enough to believe that we'll have any effect on the outright crooks. A crook is a crook because he's inwardly a crook. Law enforcement officers know that some crooks cannot be rehabilitated. The Post Office people have become accustomed to view with suspicion anyone who offers, through the mail, to teach or show others "how to make money." If the promoters knew, they'd do it themselves.

We'll have to leave the outright crooks to law enforcement officials and the Post Office. But we can help by reporting suspicious cases and thereby do our share to keep the mails clean. We must have public confidence in the mails retained.

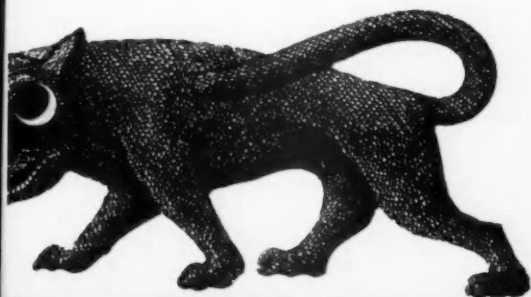
What the charity people are going to do . . . is for the future to determine. Undoubtedly, in New York State there will soon be a law requiring registration, full exposure of all financial operations and possibly a ban on unordered merchandise. Some of the legitimate charities welcome this proposed legislation. They have nothing to hide. I still think they need "industry" policing as well as, or rather than, legislation.

For *The Reporter*, this December, 1953 nightmare of public resentment has been a shock. We are sorry now (too late) that we were not more hard-boiled in the past. We were too hesitant about naming names. Too fearful of possible legal complications.

In the future we will call a fraud a fraud if we know it's a fraud. We'll label it a dirty trick if it is a dirty trick. We know that the overwhelming majority of direct mail users are honest just as the majority of charitable organizations are honest.

We hope you will all agree to help in the crusade to demand truth in all direct mail.

FINISHED DRAWINGS DIRECT TO YOUR DESK BY MAIL FROM MY STUDIO AT HOME.



WRITE
FOR
BOOKLET

RAYMOND LUFKIN
124 West Clinton Ave,
Tenafly, N. J.

CASE HISTORY OF A ONE MAN CAMPAIGN

by Tom Bartlett

Reporter's Note: Tom Bartlett is in insurance. He runs an agency in North Baltimore, Ohio. We liked some of the things he was doing so asked him for his story. Every once in awhile, *The Reporter* is criticized for being slanted too much toward the big operators . . . although sometimes big operators tell us we are "too fundamental". Can't please everyone. But we think all of you will enjoy this simply written case history of how one man learned to use direct mail . . . profitably.

The first kind of business I operated as my own was a one stop service station. I had to advertise, so I started with the heading "Tom Bartlett Says:" and then tried to say something about what I had to sell. I used this in my direct mail letters and post cards as well as newspapers. The idea wasn't too bad; but I never knew whether it clicked or not.

I sold out this business and became an Alumni Secretary for my Ol' Alma Mater. This job I had to do about all by direct mail, and I wrote many and varied letters that I thought might pry a few of the alumni away from a few shekels. I learned about direct mail and the force of letters. I used a lot of letters, and as I remember, they did very well for the money end as well as getting our alumni to send us students.

From Alumni Secretary I came to the business of insurance, a new business; but one in which I thought my dealings with people would be an asset. Soon after I was in this business I realized that the insurance agencies advertised some, but they were not very consistent. I went back to my service station idea of using the "Tom Bartlett Says:"; it was new to the community, and it clicked. My agency was small so I took about an inch or two each week to tell 'em what *Tom Bartlett Says*. From the comments, I felt that it was O.K. My competitor who had been running about a one inch set ad started to increase his ads and some were directed at my agency, or at least I felt that way. I kept hammering away.

Finally, I got into the column writing business, not mentioning insurance except at the bottom of the article. I wrote mostly about high school sports and who attended the basketball games. This got my name out before the people. I never knew where it sold any insurance; but I did know that I increased my business each year and that was what counted.

Then I got into the personal item business by having letterheads printed. On one side was "Tom Bartlett Says: We've Read About You" and on the opposite side it read, "Now We Ask, That You Read About Us". The clipping was pasted in between these two sayings. At the bottom I had a message about insurance. This was new to my community and I sent them out fairly well. It took a lot of time and I got negligent at times.

This is one of the best ways to advertise for the business of insurance, but it takes a lot of patience and work. I had about twelve different letters, and at the bottom each told a story about insurance. I did this off and on for several years and every once in awhile I would send one to some Senator, Governor or Congressman. I would get replies from them, so I wanted to become an autograph collector.

In the fall of 1945, I began working on one that would do for advertising and at the same time serve as a hobby. I had no idea what to call it. Then one day I got a letter from a friend and on the outside of the envelope it said *A LETTERGRAM*. I thought I would put Bartlett before the word *Gram* and so in the Fall of 1945 I had the *BARTLETTGRAM* made. I did not want to make it too commercial, yet I wanted to use it for my business. I put at the top "*A BARTLETTGRAM* from the Tom Bartlett Insurance Agency, Phone 3491, North Baltimore, Ohio, 113 East Broadway".

At the bottom of my Bartlettgram I have this message:

Tom Bartlett is one of those small town guys operating a general insurance agency . . . one that can serve the large or small buyer of insurance . . . I like my town and I try daily to make it a better town in which to live and do business . . . Yes, I owe a lot to my town because it is here that I make my living . . . I believe in progress and I like to be one that helps my town make progress . . . It is a hobby of mine to read about folks doing things, whether it be in politics, religion, business education or any other endeavor . . . wouldn't it be nice if we all tried to make our towns better so we would have a better world in which to live . . . We want to have North Baltimore, Ohio on the list as one of the towns for the American Way of Life . . . You and I should think about honesty in business and in government and practice a high standard of ethics in our dealings with our customers and friends . . . It is deplorable and sickening to read the papers today about men in high offices accepting gifts and money to defraud our government . . . The place to start thinking about the man for the office is back in the home town and we all should start putting men in the small offices that are trustworthy and honorable."

In January 1946, I had my first Bartlettgram printed, and this was just the one side. I sent them out to all the notables far and wide, and to my surprise I began to get autographs of famous folks. They had never seen anything like this. Many thought it a good idea and said they would try one of their own. Then I took out a copyright on it and the message changed to "I see you have it copyrighted." No one seems to bother me from this angle anymore. After I got through with the five hundred I had printed, I decided to use the back side to put on some of the autographs I had collected. I changed the back side once a year, but the front remains the same at all times.

I got such splendid results from this Bartlettgram that I thought it would fit into my insurance very well. The word *Bartlettgram* would be the same as the word *insurance* to people in my radius of operation. Then the slogan or whatever you may call it,

"Bartlettize Your Insurance," would help cap the deal. So I decided in 1947 that I would concentrate on this word and phrase. The next thing was to do the best job in getting it across.

The first thing I decided was that my color would be blue, as I had tried black, purple, red and green. Blue seemed to me to be the best color. Maybe it fit the word *Bartlettgram* better. Then the next thing was to use the same copy I had on the *Bartlettgram* on my invoices, letterheads and other forms I use in my business. The thing I had to get was consistency of use. I got out a legal sized letter each month for about eighteen months.

Then something happened and I quit.

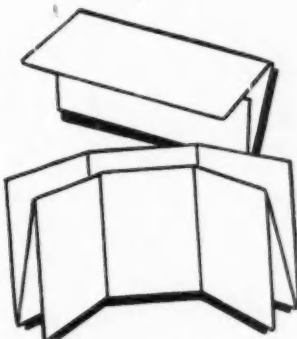
It took a lot of time, but I knew it was doing the job. I did get out a few during the year as specials. I got one out August 1st, October 1st and at Christmastime last year. All were *Bartlettgrams* with the same style and form.

I also attended the first Agency Management School for insurance agents held in Ohio during 1952. At this meeting of fifty agents, they took up direct mail advertising. The speaker who covered this was not an insurance man, but he did a good job. He passed out a book entitled, *How To Think About Direct Mail*. I brought the book home with me and never paid much attention to it until winter came. One winter night I took it off the table near the reading chair and began to read it. The first thing I did was to find that I was going to spend a buck for some sort of chart and then I was to get something else maybe for free. I marked it up with my red pencil and tried to get something for my business. I also subscribed to *The Reporter*.

Well, I got a new idea of letter writing. I decided that this was one insurance agent who would resort to letters. Letters that are different. This led to my drafting an analysis chart for my business so I could tell whom to write and what to write for or about. I learned that you had to be persistent, as I well knew from my alumni business. I read this booklet about twice and referred to it several times. It put me on a road that I hope to travel. I got started doing something about this the last of April and I have been rather consistent since then. I am not going to do too much. I am not going to get too anxious about results. I am going to be the plodder type and each time try to get some idea of improvement.



WHAT OTHER OFFICE EQUIPMENT PAYS FOR ITSELF SO QUICKLY?



This new low-cost machine makes automatic folding a money-saving investment for even the smallest office. Used only one hour a day, it pays for itself in a few months. Makes all standard folds and many more—handles up to six stapled sheets and folds paper up to 36 pound weight in widths from 3½ to 9 inches.

For more information (or, if you would like a demonstration in your own office) simply mail the coupon below.



A · B · DICK

THE FIRST NAME IN DUPLICATING

"A. B. DICK" IS A REGISTERED TRADE MARK OF A. B. DICK COMPANY.

A. B. DICK COMPANY
5700 Touhy Avenue, Chicago 31, Illinois

R-154

- ☐ I'd like full information about your folding machine
☐ Please arrange a folding machine demonstration

NAME _____ POSITION _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____

Sell Your Product Through Direct Selling Mail Order Ads

Increase your sales. Move merchandise. Obtain customers, orders, inquiries, leads.

Sell your product direct to consumer nationally, regionally through pulling ads in newspapers, magazines, trade papers. We show our clients how.

Let us help you make your advertising dollars go further, eliminate ad waste, solve your selling problems, expand your business economically, reach your best markets.

Experience counts. Give your advertising the benefit of our 30 years' knowledge. Put our complete idea, copy, layout, media selection, art service to work for you. Our motto: "Your success is our success." Our specialty is helping large and small businesses grow bigger.

Here's what you do to get the benefit of our tested publication advertising methods. If you are well rated and will agree to place all your publication advertising through us, we will prepare for you a carefully planned ad campaign to fit your product, proposition and budget you designate. If our schedule of advertising, giving suitable newspapers, magazines to use, ad copy, space costs, meets with your approval, we will then place the ads in publications you authorize. If not well rated send 15% deposit on first month's advertising budget.

You pay no more for publication space, as we charge publishers' rates to insert your ads in all publications. Minimum publication advertising account on \$12,000 yearly basis. Initial consultation fee \$150 for service in developing sales and merchandising plan.

Established 1923. Many successes. Fully recognized. Member A.A.A.A. Call, write, phone

MARTIN Advertising AGENCY

Direct Selling Mail Order Ad Specialists
15 East 40 St., Dept. 15, New York — LE 2-4751

"L.I." has always been a losing proposition!

The country's most careful owners of mailing lists have found out long ago that the rental of their names to non-competitors can be done with complete security through us, enabling them to realize a very substantial extra profit.

You don't sell your list, and it need never leave your premises. You simply rent it to our highly responsible clients on a royalty-for-each-use basis for as much as \$15 per 1,000 names.

"List Idleness," like idle machines, represents losses instead of profits. So if you have a list of 5,000 or more names, it will pay you to send the coupon for complete FREE details.

CHARTER MEMBER
National Council of
Mailing List Brokers

WILLA MADDERN, INC.

215 Fourth Ave., New York 3, N. Y.

Without any obligation, send us complete details about the profits we can make from the rental of our mailing list to non-competitive users.

Name _____
Company _____
Address _____
City _____ State _____

My *Bartlettgrams* will go to a lot of people all over the world, and I expect to get a lot of new autographs. A lot of people will hear about the *Bartlettgram* from my letters and bulletins. It is to be a continuing campaign to put the name of Bartlett and the insurance business before the people in my radius of operation. It will keep my customers mindful of me as their agent and it will let the people who think about buying insurance think of me as the place to buy.

Here is an illustration of how well the *Bartlettgram* is known. I was attending a convention in Washington last June. One day I decided to go down to the House of Representatives and see my Congressman as well as two other Congressmen. I stopped in the office of my Congressman and the secretary asked my name and when I said Bartlett, he remarked, "Are you the one who sends out those letters?" I went over to the two other offices and the secretaries asked me the same thing. I got passes to see my friends over in the Capitol. When I got over to the House end, I happened to think that I had a letter from one of the doorkeepers by the name of "Fishbait"

Miller. I asked the page if Mr. Miller was around; and after he cross-examined me, he told another page to find Mr. Miller. Mr. Miller came out and I told him my name and he remarked that he remembered me sending him the *Bartlettgrams*. He immediately wanted to know what he could do for me. I told him the Congressmen I wanted to see. He had them for me in a few minutes.

It is my opinion that advertising in my business must be my own. It should speak for me, reflect my own personality and create in the minds of my insureds and prospects a recognition that my insurance agency is a reliable source of information on insurance questions. I try to make my advertising distinctly my own, starting with my letterhead and carrying through on all other advertising material.

I do not think spending money on advertising is a guarantee of profitable returns in the insurance business. The plans should be built to fit the specific needs if you wish to get returns on your investment. A long range program of direct mail fits into my business in a very important way and manner.

UNNECESSARY DIRECT MAIL

In the past, we have had a number of articles in *The Reporter* about using direct mail solely to make people happier. Remember how Lucille Shoop of the Christian Science Monitor urged her students to write a half-dozen or a dozen letters to people who are not accustomed to getting letters, praising their work or thanking them for some courtesy? Surprising reactions to such letters.

Then there was the famous story of how Florenz Ziegfeld proved how he could get a 100% return on a message. He wired 50 friends and acquaintances one single word — "Congratulations." Everyone replied and thanked him. Something had happened to most of them and they wondered how Ziegfeld knew. In other cases where nothing had happened, they wrote cautious letters trying to find out what Ziegfeld knew that they didn't know.

We have just had a report from Roger Clapp, Advertising Manager of Linton Brothers and Company, Fitchburg, Mass. It tells about a personal hobby of his and we think it deserves

reprinting here:

During the last few months, Henry . . . I have found another new use — and a fine one — for direct mail . . .

Not too far from me lives a fine young man who has been bedridden all his life. (He is about 20 now, I guess.) He is bright, but never will be any better. He is keenly interested in what goes on in the world, yet will see precious little of it. He has been seeing some of the country for the last few months, though, through my eyes, and the benefit of direct mail.

As I have traveled around the country, I have sent him notes, post cards while flying thousands of feet above the earth, little packets of salt that they use in airplanes, stories of the outstanding facets of the various cities I have been to — it has been a lot of fun and satisfaction to me and I think perhaps the biggest thrill is seeing him made just a little happier.

As I come across people that like to do things for others in my travels, I am asking them to write him, too — many of them come from different parts of the country, of course; some on the West Coast, some in the central part of the country, some down south, etc., and it means that although he won't be able to see our country first-hand, he will have a better picture of it through the eyes of these others than he could get purely from books.

. . . and the medium — Direct Mail — what other could do such a job so effectively and so well?

How about devoting some of your spare time in 1954 to making people happier?

1300 dealers were given an extensive survey. 30% responded. Their answers prove that:

Dealers Need and Want Direct Mail Support

Reporter's Note: We were impressed with the Burroughs Corporation (6071 2nd Ave., Detroit, Mich.) dealer campaign which received Honorable Mention in the 1953 DMAA Best of Industry Awards. Their "completely handled" direct mail package for dealers is filling a tremendous need for local-level merchandising. But what caught our attention was how the program was born. It's a result of an extensive survey of local merchandising, conducted for Burroughs by R. L. Polk & Company, Detroit 31, Mich. . . . How dealers are using direct mail, their reaction and thoughts about it. This is the story of the survey's results . . . answers that should make every manufacturer think more seriously about their dealer direct mail.

Are dealer direct mail programs worthwhile? Will dealers use them? What type of direct mail will do the best job all around?

These are only a few of the many questions Burroughs Corporation, 6071 Second Avenue, Detroit 32, Michigan, wanted to know. They wanted to know the answer to these and many more . . . in order to determine how they could best serve their new dealer organization advertising-wise. How they would formulate their advertising policy.

The answer to "the answers" began when G. A. Woolfenden, Burroughs' Supervisor of Dealer Advertising, called in Robert G. Silbar, Market Research Division, R. L. Polk Company, Detroit. A survey to dealers was in the offing.

But this had to be more than a run-of-the-mill survey. It had to be complete in every detail. It was.

It consisted of a lengthy, two-page questionnaire with 23 questions. Multiple choice "check one" questions were kept to a minimum. Most of the questions required dealers to write in their own answers without being prompted or steered by suggestive choices. Its thoroughness was engineered so that Burroughs could conclusively determine what types of local merchandising aids office equipment dealers use

or have a need for. Names and addresses of dealers were on each questionnaire.

The survey of local-level dealer merchandising was mailed, with a stamped reply envelope, to 1300 Burroughs' dealers.

Three hundred and eighty-four dealers mailed back their answers . . . with a lone 8 responding by sending back blank questionnaires: Total response: 30%.

This response in itself was evidence enough that the dealers wanted and were hungry for sales helps. By co-operating in the survey, they felt that they could receive more help from the manufacturer. But let's take a closer look at some of the pertinent questions and answers:

The first question right off the bat asked dealers point blank: "What forms of advertising do you now use?" The largest majority of dealers said they depend upon local newspaper advertising; but they realize the importance of direct mail — listing it as a close second. More important, they put direct mail at the top of the list on the type assistance they believe most valuable. This included envelope stuffers, leaflets, etc. Direct aid by manufacturers' sales representatives helping to contact prospects also rated a surprisingly high approval.

In relation to the direct mail assistance question, the questionnaire followed with this query: "Do you have a regular program for handling direct mail? Or do you simply handle each mailing as it arises?"

Most dealers had no regular program. This paved the way for Burroughs to develop a program for dealers that would put mailings on a continuing, business-like basis. Further evidence:

"If you do not presently use direct mail advertising, would you use it if you were not burdened with the handling of it?"

Those who answered that they didn't use direct mail said they would be interested in a program . . . but they would like to be relieved of the details of addressing, folding, enclosing, sealing and other mechanical operations which would tie up their clerical time. Those who do use direct mail gave some interesting answers to these questions:

Do you make special mailings to prospects, or use mailing pieces as enclosures with other mail matter?"

This was asked to determine why direct mail pieces could not be handled separately, giving them full impact instead of being diluted in other matter as envelope enclosures. The question almost drew a split decision from dealers . . . 225 said they make special mailings; 255 use them as enclosures to save mailing costs; and 139 had a double preference, using them both ways.

"What method of follow-up do you use on direct mail?"

Too often, dealers depend upon direct mail to take the place of salesmen. While the replies to this question showed an avalanche of different answers — personal calls, telephone, double preference — 80 gave no answer at all. This was interpreted by Polk as possibly being indicative that dealers weren't making any type of follow-up at all. While "personal calls" ranked high with 285 dealer. Polk's report gave this interpretation: "It is at least encouraging to see that nearly two-thirds of those replying say they make personal calls, whether they do or not."

"Are return cards desirable with direct mail?"

Most dealers thought so. But whether cards should come back to them or to the manufacturer for follow-up was hazy in the questionnaire answers. Overall interpretation of the 257 dealers who answered "yes" to this question indicates that dealers expect actual returns from direct mail (a method of measuring immediate results). This misunderstanding opened the door for Burroughs to do some educational work . . . dispelling the dealer's false attitude that such direct mail is "mail order selling".

"Do you use give-aways or premiums with direct mail to improve returns? Would you if they were provided you?"

An overwhelming 325 dealers answered that they don't use give-aways

**Prints 5 Colors
at one time!**

**Makes 60
Copies a
Minute**

**URNS OUT:
• PRICE LISTS
• MAILING
PIECES
• POSTCARDS
• BULLETINS
• MEMOS.**

Yes, the APECO Speedliner gives you the help you need when you want to produce lots of copies, quick! No mussy stencils! Takes any size—postcard to 8½" x 14". Like having dozens of typists around. A compact machine that makes copies—in one, two, or up to five colors—at one time for less than ½ cent per copy. No muss or fuss! Anyone can run it!

**APECO
Speedliner
Duplicator**

\$8450 plus Fed. Tax
Complete with
supplies.

Send for FREE BOOK

Tells what new low cost spirit duplicating is, how it works—and lists hundreds of ways to use it to help any business, profession, or service.

SPEEDLINER COMPANY
4404 N. Ravenswood Ave.
Chicago 40, Illinois, Dept. 1

Please rush me FREE Copy of book on low cost spirit duplicating—and full details on Apeco Speedliner.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

Get More Customers

Your prospective customers need information, which explains the benefits they gain by dealing with you. Let me show you how to accomplish this with highly persuasive sales letters and promotional literature.

Free folder reveals successful methods applicable to your business. Send for your copy. Request it on your business letterhead, please.

EDWARD W. OSANN

Creative Letters and Advertising Literature
Since 1910

Member
Direct Mail Advertising Association
175-35 88th Ave., Jamaica 32, N. Y.

REpublic 9-2244

**LIST OF EXPECTANT MOTHERS
IN STATE ORDER**

AVAILABLE TO DIRECT MAIL USERS.
Submit specific needs and literature to
Box 93, The Reporter of Direct Mail
Advertising, Garden City, New York.

or premiums; and a substantial number expressed that they wouldn't consider using them. This stems from their opinion that premium give-aways are bad merchandising . . . requiring continuing offers of free premiums in the future. Many, however, said they would use them if provided free by the manufacturer.

"How do you process your direct mail advertising?"

Inside clerical help got the preference here. 283 stated that all processing is done by their own clerical force. Only 32 answered that they resort to outside aid from local lettershops.

"What method do you use in addressing direct mail pieces?"

Only 25% use some form of mechanical addressing. The majority of dealers individually type addresses . . . a big consumer of that important "clerical time". These answers became an important annex to the question, "Would you use direct mail if you were not burdened with the handling of it?" . . . disclosing to Burroughs the need for a service which would provide mechanical addressing for dealers. Exemplifying this was the question:

"Is addressing and mailing of direct mail pieces a time-consuming burden for you?"

As previous answers show, most dealers said addressing and processing was a burden . . . but many said it wasn't. In the latter group, more than half were using outside lettershops or mechanical aid.

"Do you feel you are now getting adequate coverage of prospects and customers in your sales areas through your direct mail program?"

This brought an honest reply from the majority of dealers that they weren't getting adequate coverage.

"Would you be interested in supplementing your mailing lists with names of prospects in your sales area?"

Two hundred and forty-five answered "yes" . . . indicating a strong desire to have a source for obtaining mailing lists. List weakness is seen in the answers to this question:

"What types of lists are you now using to reach business machine prospects?"

Most dealers depend either on names picked up from their local telephone directories or from their own records

of service sales, customers, credit and invoicing sources. Other sources are from city directories and scattered leads . . . depending upon the type of mailing and the audience being addressed. If the dealer is in a small city, telephone directory lists are weak . . . for he usually doesn't have access to directories in nearby cities (also in his sales area).

"Would you be interested in having your direct mail program completely handled for you? (All imprinting, addressing and mailing to be done from one central source, to your mailing list)"

Many dealers who had their own mailing systems replied that they would not be interested in this, they could handle their own. However, the number of dealers answering that they would appreciate such a service was large enough to indicate that there is a definite need for it. Dealers without mailing facilities especially welcomed the idea.

"Would you be interested in having a central file of address plates maintained for you, against which you could mail any material you wished, at any time you wished?"

A comparison of the answers between this question and the question just before it indicates that dealers who have their own mailing systems of course wouldn't be interested in a central file. But some dealers did reply to this question favorably . . . figuring that under such a set-up they could save clerical time and money.

General Conclusions of the Survey:

It's evident that dealers feel they need direct mail support . . . and there is a tendency toward considering this help as "dealer cooperative advertising".

There is a need for a continuing type of direct mail program, sent to lists that can either be made by the dealer or compiled by him. There is also a need for a central mailing service for dealers without mailing facilities.

• • •

Taking all this Polk-gathered information under their wing, Burroughs started the gears in motion toward a dealer advertising policy which called for a "completely handled" program.

The result was a quarterly "packaged program" released to Burroughs' dealers. Each piece was individually merchandised and sampled through a use of pocket containers built into the

package. The program provided the dealer with a flexible system in which the dealer himself would be identified (with his name part of each item). It included an optional mailing service, relieving dealers with no facilities from the burden of mailing and production.

The "packaged programs" were born from the Polk survey . . . tailor-made to fit it. With their "completely handled" service in full swing, Burroughs got answers to their own questions:

Are dealer direct programs worthwhile?

Increased sales during the first quarter, and continuing through the year are largely attributed to their increased direct mail effort.

Will dealers use them?

Since distribution of the first packaged program, reorders for Burroughs direct mail by dealers have been consistent month-by-month. Enthusiastic reports from dealers and Burroughs representatives who serve dealers is very encouraging.

What type of direct mail will do the best all-around job?

From the survey, Burroughs found that an economical, flexible package would be best. Dealers found it best, too. For only a fraction of the total cost, dealers have been given facilities for accurate distribution of colorful broadsides, booklets, jumbo post cards, folders, etc.

Burroughs dealers are non-exclusive . . . each handles three to six competitive lines. The fact that a large share of their advertising dollar is going into use of the Burroughs program is an important factor. "Packaged programs" organize the entire dealer advertising program into full-time all-around merchandising job.

Today, the program is still in full swing. Reaction and sales are good. From the inception of the Polk survey to now, Burroughs Corporation has consistently filled that need and desire of office equipment dealers for a good, flexible and economical direct mail merchandising program.

Other manufacturers should follow suit. What Burroughs proved in the office equipment field through the Polk survey holds true in other manufacturing lines. In the hard selling days ahead . . . *dealers need and will welcome good direct mail support.*



SPEED UP

YOUR NEXT MAILING WITH

SPEEDI-SEAL

CATALOG ENVELOPES

You can seal them "quick as a wink" without moisture!

Just press the two gum strips together and presto—it's sealed.

Save Time and Money

Let an ENVELOPE SPECIALIST show you HOW . . .

SPEEDI-SEAL is available in a wide variety of sizes and styles.

Send for details and samples.

CURTIS 1000 INC.

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Plants at
2630 Payne Ave. 355 Marietta St., N.W. 3306 Polk Ave.
CLEVELAND, O. ATLANTA, GA. HOUSTON, TEX.

Sales Offices in Principal Cities

better production brings better results

There's a best way to produce direct mail . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results. To check the effectiveness of your production source . . . Always say, "Are you MASA?"

YOUR BEST SOURCE for: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

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18652 Fairfield Avenue
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There's only
One
**DICKIE-
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DIRECT ADVERTISING
and
SALES PROMOTION

for 33 Years



*Planning
Writing
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521 FIFTH AVENUE
NEW YORK

SHERATON BUILDING
470 ATLANTIC AVENUE
BOSTON

DO YOU SUFFER FROM ANSWERING - APATHY?

by Larry Brettner

Reporter's Note: Larry Brettner takes a well-deserved slap at some of the lazy and impolite people in direct mail. Larry is always at his best when he is in a critical mood (which is most of the time). In case you don't know . . . he is circulation manager of American Aviation Publications, 1025 Vermont Ave., N. W., Washington 5, D. C.

Some issues ago *The Reporter of Direct Mail Advertising* published an article concerning the diagnosis and cure of high pressure of the copy. Since then, another equally insidious virus has swept through our business, spreading to mailers, suppliers and producers.

The electronic microscope reveals this bacteria as the deadly Answering Apathy. The symptoms are: Removal of all correspondence that are "musts" for answering, to the "hold" section of the desk and keeping it there. This

to polite inquiries about business, sent to various people within our profession.

Answering Apathy has no respect for anyone in direct mail. It hits in the places you would least expect. Would you suspect list compilers or list brokers of suffering the virus?

CURE

ANSWER DAILY



They do. We are still waiting for an answer from a New York list man. That was a few months ago. Even a follow-up failed.

Our Canadian friends in the list compilation business have been hard hit. We sent four letters about compilations dated December 1st, 1953. To date: No answers.

Several subscription agencies kept one publisher dangling for about 3 weeks about requests for data. These are organizations who normally send out tons of direct mail to their agents each year.

A large mailer waited 2½ weeks before saying no, he couldn't exchange a list with us at this time. However one of those apologetic paragraphs about being busy was included in his letter. How long would it have taken to scribble a line on a two-cent card and say — "will answer you fully

very soon. Tied up right now."

Then there's the case of the slothful supplier who failed to respond completely to a request to come around and do some bidding on printing. This company finally called up about the matter two months after the job had been given out. When they discovered that, they grew quite huffy.

What about your own mail-answering practices? Or has the bug gotten into your own system?

The simple cure is to review your procedures. High-and-mighty attitudes about correspondence are often found in the best of offices. It should take less than 5 working days to get around to a reply. Working on a daily basis is, naturally, better than the rule of slip-and-slide. Henry Hoke is a prime example of the quick-answerer. His replies to notes and letters come back as fast as the P. O. will do the job.*



TO BE ANSWERED



is then followed by strangled sluggishness of the reply. In the final stages, it is only the original inquirer or correspondent who suffers. He turns a frustrated purple.

A check with other mailers found them in this apoplectic stage. They too, had been waiting for weeks for replies

Let's see . . . Applying this cure. Mmm . . . now here's a letter that needs answering right away. Whoops, pardon me — it's a month old now . . . I'd better . . .

* Editor's Note: Hold on there, Larry. When H. H. is on the road, his mail suffers from A. A. too!

CONSUMER LISTS FOR BEST RESULTS - PONTON - "The House of Direct Mail"

1,725,000
PROFESSIONAL PEOPLE

26,000,000
HOME MAKERS

15,000,000
HOME OWNERS

10,000,000
CAREER WOMEN

4,000,000
BUSINESS EXECUTIVES

Write Dep't "R" for FREE Catalog.

W. S. PONTON, INC.

50 East 42nd St., New York 17, N. Y.

— Phone Murray Hill 7-5311



How To Get The Right Start In Direct Advertising

By Harrie A. Bell

Section XI:

MAIL ORDER ADVERTISING

(Part 1)

The word advertising, we are told, comes from the Latin *ad vert*, meaning "to turn toward." In previous sections we have examined a number of factors which are employed in direct advertising to turn people toward our product. It has been explained that direct advertising is especially valuable in advancing *one step* toward making a sale.

There are, as you recall, "49 uses" or more for which direct advertising can be effectively used. Not all of these uses advance sales, but most of them do have an ultimate sale in view.

Now we come to a study of the one use for direct advertising which aims to do the complete job — Mail Order Advertising.

Before discussing the use of direct advertising in the business of mail order selling, we must explain more fully what the mail order business really is.

If a person has a product which he believes he can sell without benefit of personal sales people, he is likely to consider mail order selling. There would be *personal contact* with the buyers if he put the article on sale in stores; if he sent people out to call on the prospects, there would be *personal salesmanship*. But in using mail order selling he proposes to have *no personal contact* at all with his buyers.

There are, however, three principal ways in which he can introduce his goods to likely buyers, and invite their orders to be sent to him *in the mail*. Mail order therefore means "orders which come in by mail." The three principal ways to solicit such orders are:

- (1) By using space advertising in newspapers or magazines.
- (2) By inviting listeners on radio and television to send in their orders.
- (3) By sending mailing pieces to selected prospects; that is, by using direct advertising.

Part Eleven:

Any manner in which you can get your offer economically to likely prospects can be used, of course; package enclosures, for example, may be employed. But for the purpose of this study, we have mentioned only the three most-used media.

Our concern is only with item (3), the proper use of direct advertising when it is expected to induce readers to buy as an immediate result. Many excellent books have been written by experts in the business of mail order selling. For a comprehensive view of *the business and the principles of merchandising on which it is founded*, the student will have to study such a treatise — perhaps a number of such volumes. There are, however, a few essential facts regarding *the use of direct advertising for this specialized selling*, which should be mentioned and commented on here.

It has been pointed out in previous sections that, where direct advertising is used to advance *only one step* in the sale, omissions in description of a product are purposely made. For example, to induce a reader to make the trip to the store (the basic idea decided on for that mailing) we may say "available in all popular colors." We do this to leave some specific detail unanswered, necessitating the visit to the dealers, so that the dealer can have a chance to make the sale. Our mailing piece, in this instance, aims to advance only one step in the sale — to induce the reader to come to the store to examine the goods.

With mail order advertising, however, you aim to go the whole way — not merely one step — in making the sale; therefore, your description of the article must be absolutely complete. If you expect the reader to send in his order, you must see to it that you answer every possible question that may arise in his mind. In consequence, not only must your copy have the quality of creating desire for your product, it must also describe in detail all facts as to various models, sizes, finishes, colors and prices. This is of extreme importance since it leaves in

the reader's mind no unanswered question, which might create enough sales resistance to prevent your getting the order. It is of further importance because even if the order should come in, how would you know which color to send the buyer, or which finish he preferred, unless that detail was specifically indicated on the order blank he returned to you? The difference between profit or loss for you may easily arise, in mail order selling, unless you provide for complete description of necessary details, and the means on the order blank for recording the buyer's exact preference.

Enough sales copy is needed, of course, to create a desire for what you offer. Enough descriptive copy is needed to permit the prospect to visualize every important feature to answer his questions — "does it have a safety valve?" — "is it flexible?" — "does it come in a leather case?" — or any number of such queries to which he may want the answer. And finally, you must give enough definitely-noted sizes, finishes, colors and the like, to permit his making the exact choice for his purpose. Generalizations are out!

If you expect to receive an order in the mail you must provide the easy means for your buyer to send in that wanted order. Almost universal practice is to provide a return envelope and an order blank.

The return envelope has your return address printed on it, and is almost always of the business reply style, on which the seller will pay postage. It is provided for the purpose of saving the buyer from any effort, or from seeking a stamp — both of which slight extra exertions (strange as it may seem) might prevent his sending in the order. The envelope also is provided so that a check, money order or "a dollar bill" can be easily enclosed. Using a return post card would provide no enclosure for the money.

Some mail order sales are made on the postal collection basis, where the purchase price (plus a few cents for postage and for the postal collection service,) is paid by the purchaser to the mailman when the goods are received. Also in some cases the seller takes your order without payment, agreeing to send you a bill later on. In these two last examples, no envelope is needed (as when a check or money must come back with the order), so that then the order blank may be in the form of a business reply card.

no. **7** of a series



the
reply
card
is
"IN"
the letter

the reply-o-letter

7 CENTRAL PARK WEST
(at Columbus Circle)
Telephone Circle 5-8118

J. J. Kent
1234 River Rd.
Hometown, U. S. A.

More inquiries...more sales! That's what Reply-O Letter means to successful Mutual Funds distributors like

Cohn & Co.

MEMBERS NEW YORK STOCK EXCHANGE

They use Reply-O Letter to screen their market and secure inquiries from potential buyers. Says Arthur Breyer, Cohn partner:

"We are glad to report that our Reply-O Letters are producing in excess of 7% replies to specialized lists. We are well pleased with this response, and our men tell us they receive an excellent reception from the prospective buyers."

Smith-Barney, Reynolds, Bache, Ira Haupt, and other leaders use Reply-O Letters not only to promote Mutual Funds but to offer reports on recommended securities and get other types of inquiries their men can turn into customers.

We'll gladly send you samples and a copy of our booklet, "IT WAS ANSWERS THEY WANTED."

The Reply-O Letter

Phone nearest sales office — or write **REPLY-O-LETTER** 7 CENTRAL PARK WEST, NEW YORK 23, N. Y.

"NEW" FELINS TYING MACHINE



Felins All-Purpose Pak Tyer tying machine will handle the tying problems in your office, factory, and mailroom faster and more efficiently than you believe possible. Easy to operate. Ties any size or shape package, bundle, box, heavy or light, up to 6" high. Will use heavy or light twines and tapes.

Let Felins solve your tying problems.

Two Models — Movable Stand (illustrated), Table Model.

Send for prices and circulars

FELINS TYING MACHINE CO.
3351 N. 35th St.
Milwaukee 16, Wis.

Foreign Stamps?

We can supply them... from any stamp-issuing country... for foreign mailings.

Send for brochure explaining services.

FOREIGN POSTAGE SERVICE

6 Liskey St., New Hyde Park, N. Y. • Floral Park 2-2913

HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

500,000 CURRENT SUBSCRIBERS AND 100,000 1953 EXPIRES

High grade, leading sectional publication for homemakers. Circulation principally within fourteen southern states. Geographical on Dick strips.

Write Dept. R-13 for MOSELY card M-7523.

Mosely

MAIL ORDER LIST SERVICE, Inc.
38 Newbury St., Boston 16, Mass.
NEW MAIL ORDER CUSTOMERS IN VOLUME

SALES LETTERS

Letters with "instantaneous appeal," that beckon to be read, then impel and sell. One series 27 years old. Send for circular "R". Please write on letterhead.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

But there must always be an order blank! You must provide the easy means for the buyer to send in his order.

The copy for that essential order blank deserves great care. Place must be provided on the order blank for the buyer easily to record the exact size, finish, color, etc., in which he has a choice. If the price of the article varies "with case" or "without case" (as would happen with a camera, for example) a spot to indicate such choice must be provided.

Best practice is to so arrange your order blank that the buyer has the least work to do in stating what he wants. For instance, if the product is available in red, blue and green — your space on the order blank should not say "color," leaving room for the buyer to fill in the color. He might say "brown." Rather, your order blank should have printed on it all three color choices, with a space left for the buyer to check which one.

These seem like small matters, and they are; but your attention to every such small matter may spell the difference between success and failure.

For a complete understanding of the relation between cost to you of the item you want to sell by mail, and the price at which you sell it, you should study some of the treatises devoted exclusively to the business of mail order selling. Space here is not available for so extensive a discussion.

This much, however, you should clearly understand right now: the "write up," or percentage of profit over cost to you, must be carefully computed and compared with your costs of advertising to secure orders and to ship goods; and unless there is assurance of additional unsolicited repeat orders, simple arithmetic will give you a picture of your probabilities of profit.

For a first approach to this problem, let me cite a specific case in which a manufacturer was easily dissuaded from wasting his money on a mail order selling scheme that was almost sure to fail. He had visions of making large profits because he had a splendid list of thousands of names and addresses of people who had recently purchased his product over the counter of his boardwalk store in Atlantic City, and thousands of others

to whom his product had been sent as a gift, mailed directly from his store.

These choice names were collected in less than three years, and were no doubt as fine a list for his product—a confection in an attractive gift box, selling for one dollar—as one could probably ever get together. Each person on the list had either purchased or tasted his goods; some had done both. The only defect in the list would be the “deadwood” that accumulates in any lists of names—people who had moved away, or who may have passed on.

We discussed the likely percentage of people who would order, should we agree to send out mailings. From the experience of others having like conditions, the manufacturer agreed with me that he could not bank on greater than a 2% return. Then, we got down to plain arithmetic—basing our calculations on only 1000 names, to make the figures more readily understandable:

1000 mailings would then net 2% returns, or 20 orders. The \$1 item cost 80¢, leaving a gross profit of 20¢. 20 orders at 20¢ profit would net a total profit of..... \$ 4.00

The cheapest possible mailing piece would be a government postal card at 2¢ each, or..... \$20.00
Net Loss \$16.00

—and no copy has been written, no printing put on the cards, no addressing of the cards.

To continue the discussion, I used extremely low costs for the printing, addressing, inserting and mailing processes and even with these abnormally cheap costs it was easy to show my customer that it would require 16% returns in orders before he could expect to break even.

With simple arithmetic, we proved that it would require *eight times* the customary return in orders to make this effort even pay its own way, let alone bring in added profits over its cost. Furthermore, this plan contemplated sending out merely a government postal card as the mailing piece, with no provision whatsoever for the essential return order blank. Its likelihood of pulling even the 2% returns would be scant, with no easy means of ordering provided for.

There is another way to analyze this problem of whether or not you dare use direct advertising to secure your orders in direct mail selling.

Mail order experts assure me that a very low present-day cost would be \$60 to \$70 per thousand mailings, including cost of the necessary printed

SKID ROW

... the busier
the better for
folks who specify
Garden City
Envelopes



Millions of die-cut envelope blanks stacked on skids in skyscraper-like tiers—like those above—are convincing evidence of G.C.'s ability to produce better envelopes at realistically reasonable prices.

Specialists in Envelopes and Outstanding Service

- Correspondence & Social
- Remittance
- Postage Saver & Window
- Special Returns
- Open Side Booklet
- Open End Catalog
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- Office Uses & Mailing

THE HOUSE OF ENVELOPES... AND ENVELOPE IDEAS!



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3001 N. Rockwell St. • Chicago 18, Illinois • Phone COrnelia 7-3600



\$2.00
per copy

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Tel. MU 9-3585 • Branch Office: Market 2-4171

Please send me (prepaid) _____ copies of your 108 page revised book, "The Art and Technique of Photo-Engraving."

My check for \$_____ is enclosed.

Name _____

Street _____

City _____ State _____

And don't forget Horan's
"around the clock"
service whether your
problem is
black and white,
benday or color process.



MAILING LISTS

OF PROVEN QUALITY

Industrial List Bureau

45 Astor Place, New York 3, N. Y.

FREE

\$10 KIT OF STOCK ART



Write now for your FREE sample "Clip Book of Ready-to-Use Art" and new Hand-Lettering on Acetate. Also details on \$10 kit of stock art free! Cuts paste-up time and costs in half. No obligation. Send for yours today.

HARRY VOLK JR. ART STUDIO

400 Central Building, Atlantic City, N. J.

pieces, addressing, handling and the postage. But my experience has been that when you are trying to show a customer that he hasn't a chance of success in his idea of selling by mail, it may be well to use even a lower figure, to keep his mind away from arguing about your printing costs.

So suppose we use a \$50 figure.

If 2% returns in orders are secured per thousand, then by simply dividing \$50 by 20 sales (2% of one thousand) you will find that \$2.50 profit must be made on each sale just to break even.

If 4% return can be expected, by the same process of dividing \$50 by 40 sales (4% of one thousand), you will find \$1.25 profit is required.

Similarly, 8% in return indicate 63 cents.

This is merely a suggestion on how you must make your calculations. Men and women in the mail order business have written extensively on the more intricate details, and I refer you to them for the really authoritative data. These comments are merely to indicate that there is a lot more to this business of selling by mail than appears on the surface.

In determining the cost to you of your goods, be sure to figure in every

cost. For example, suppose you purchase a book for 80 cents. Eighty cents is not the full cost to you, however, on your computation. It costs you money to transport books to the post office. You must pay the postage, or indicate "postage extra" in your offer. Even the labels you use and the time it takes to address labels cost you something. Is there clerk hire to keep your records? Is there any loss due to wastage or damaged books? If you guarantee return privilege, how much will that cost you on sales that come back? Extra handling alone is something. And don't forget to deduct the 4¢ business reply postage you pay on each order coming in!

Some of these items seem picayune. They are, alone. But compute their cost for each hundred or each thousand sales, and it runs into sizable money — money you will lose, and not know why, if you don't chart it all out clearly.

These matters are discussed in detail in other places. For a full discussion of them consult a book devoted entirely to mail order selling procedure.

(Next month: Mail Order Advertising, Part 2).



ENVELOPES BY THE MILE

New, high-speed addressing with: ENVELOPES BY THE MILE

Taking a production cue from their kid sister, labels . . . envelopes are now being produced in continuous strips for high-speed addressing.

The new innovation in envelopes was pioneered by Uarco, Inc., business form manufacturers at 5000 South California Avenue, Chicago 32, Illinois. Given the trade name *Convelopes*, the continuous form envelopes were developed primarily for addressing by punch card tabulating machines. But Uarco Advertising Manager A. R. MacFarland reports that they can also be used successfully in addressing machines and typewriters equipped with pin-feed platens.

"Envelopes by the mile" are produced from two webs of paper which are thermatically welded on three sides, forming the "pocket". The fourth side has a glued flap for closing. Smudged or spotty addressing impressions are eliminated because *Convelopes* have no overlapping flaps that form contours under the impression.

The perforated margins of the envelope strips are control-punched, assuring registration as the envelopes go through the machine at high speed. After addressing, these margins are easily removed (and envelopes separated) either by hand or with Uarco's Trimmer-Burster machine.

Convelopes are a natural for fast automatic addressing with pre-sorted master lists on punch cards. They're adaptable to all types of card accounting machines . . . available in a large variety of sizes, shapes, etc. If you're looking for automatic envelope addressing with super-speed, it's worth your while investigating "envelopes by the mile."



FULL COLOR POSTCARDS

for less than 1¢ apiece!

☆ Made direct from your transparency, Crocker's full four-color postcards with their exclusive Mirro-Krome finish are ideal for direct mail, dealer promotions and many other uses. Write today for free samples and price list.

Department R-1

H. S. CROCKER CO., INC.
SAN BRUNO • CALIFORNIA



He Read A Sales Letter written by Shurtleff

Write for information about a "most unusual letter writing service." Shurtleff letters are 100% guaranteed to do the job.

FLAVEL H. SHURTLEFF
1129 Wilson Avenue, Peoria 4, Illinois

DIRECT MAIL AND MAIL ORDER

COPY

Writer of Mail Order Letters that bring back orders and cash . . . Contacting Letters that create and maintain good will between salesmen's calls . . . booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully endorsed by a nationwide clientele. Winner of two DMAA Best of Industry Awards . . . Dartmold Gold Medal . . . editor of IMP, "the world's smallest house organ."

ORVILLE E. REED

106 N. STATE STREET
HOWELL, MICHIGAN

SERVING U. S. IN CANADA

Our knowledge of Canadian markets is enabling us to serve many U. S. Direct Mail advertising users efficiently and economically in the production of Mailing Lists — Printing — Letters — Addressing — Mailing — Shipping. Write or telephone our New York Office—

HERBERT A. WATTS LIMITED

421 Hudson St. (8th Fl), N. Y. 14, N. Y.
Telephone: ORegon 5-0220

or our Head Office

177 King St., West, Toronto, Canada
Telephone: EMpire 6-1108

MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better" Mottos" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.

FREDERICK E. GYMER

2125 E. 9th St. Cleveland 15, Ohio

A SURVEY OF 123 MAIL ORDER OPERATIONS

by Martin Vogel

Reporter's Note: We've had a number of stories in the past on how space advertisers answer inquiries . . . and here's another one. More similar surveys are now in the works and will be reported later. This one came from Martin Vogel, who until a short time ago was Direct Mail Ad Manager of Gotham Hosiery Co., N. Y. He's now a counselor in sales promotion and direct mail, operating from 167-10 Crocheron Ave., Flushing 58, N. Y.

From Juneau, Alaska to Atlanta, Georgia and from Santa Fe, New Mexico to Kennebunk, Maine . . . the answers poured in.

I spent 10 weeks during the latter part of 1952 clipping coupons and writing post cards in response to mail order ads seen in House and Garden, New York Times, Redbook, Charm and Living for Young Homemakers.

During that time our mailman brought us 113 catalogs. Among the products offered were household merchandise, gifts, food, fashions, camping equipment, services and many unusual gadgets.

RESPONSE . . . Ten catalogs were received in four days or less from the time the original request was mailed, two after a five week period and 10 not at all. A few mailed letters in advance of their catalog, saying it was on the way, or would be sent shortly. A tally showed 20% received the first week, 37½% the second week, 20% the third week and 13½% four weeks or more. No response from 9%.

MAILING FORMAT . . . Just about a tossup between envelopes, 53½%, and self mailers, 46½%. To attract attention 48% used color and 63% illustration or copy. On the address side of self mailers, many product photographs were used. Color use in the catalog itself is discussed later.

POSTAGE AND ADDRESSING . . . Two of every five catalogs received had regular postage stamps affixed. Only 17% had a metered imprint, while 42½% used a printed indicia.

The 'optimists', 4½%, put my name on plates. Economical labels were used by the majority, 45½%. Midway were 27% who typed on envelope and 23% who wrote in longhand. More than half (55½%) used form 3547 to keep their mailing lists up to date.

ORDER BLANKS AND REPLY ENVELOPES . . . Here we find a definite trend toward the combination order blank-reply envelope, with one in five using this method to secure orders. Three-fourths of the respondents used a regular order form. These forms were loosely inserted in the first spread, bound into the center of the catalog, bound and wrapped around a signature form, or printed as part of the catalog. The latter was usually done on the inside back cover, so the customer's name and address appears on the reverse side when the page is torn out and mailed back.

Your reporter was shocked to find 65% (envelope companies please note) neglected to include any type of return envelope. The combination form mentioned above (mostly pre-paid) accounted for 19%, plus another 10% for business reply envelopes. Regular pre-printed envelopes (customer supplies the postage) totaled 6%.

SPECIAL MESSAGES . . . Here's where mail order people rate a 'Gold Star'. Four out of five, approximately 78% wrote friendly messages on the cover or inside the catalog. They told in a homey way how they desired to please you *unconditionally*. A few told how they started in the mail

order business. Some reprinted testimony of satisfied customers. Many extolled the virtues of arm-chair shopping by mail. Other devices included, pre-printed money order forms, guarantee certificates, request card ordering catalogs for friends and discounts for special or quantity orders.

SIZE OF CATALOG . . . Most used economical printing forms of 16, 24 and 32 pages. Three-fourths of those not classified as leaflets or broadsides (64 out of 89) were found in this group. Others ranged from 8 to 108 pages, including those with separate covers. Physical size varied from small booklets to large 9" x 12" catalogs.

PAGE NUMBERS . . . Slightly more than half, 53½%, used page numbers. Those who omitted them overlooked an important customer convenience. A few smart mail order operators included their name and address at the bottom of each page spread.

COLOR . . . Cover illustrations in 2-colors were used by 51%. Another 8% thought it productive to use 4-color covers. Approximately one-fourth (24%) used two colors throughout the catalog.

Many more items of interest resulted from my original \$2.46 invest-

DUNHILL MAILING LISTS

1500 Different Categories
Local • National • International

Agents	Club Members	Housewives	P. K. Stores
Airplane Owners	Clubs	Installment Buyers	Religious Groups
Alumni	College Instructors	Institutions	Restaurants
Appliance Dealers	Committeemen	Latin America Trade Lists	Retail & Dept. Stores
Architects	Major Political Parties	Mail Order Buyers	Scientists
Army & Navy Stores	Contributors, Jewish	Mail Order Houses	Sportsmen
Associations	Contributors to	Manufacturers by	Stockholders
Authors & Writers	Political Campaigns	Industry	Students -
Automobile Dealers	Contractors	Negroes—Prominent	Colleges & H. S.
Brides	Country Clubs	Neighborhood Lists	Teachers
Brokers	Credit Buyers	New Businesses	Teen-Agers
Business Executives	Dog Owners	New Mothers	Television Owners
Business Women	Defense Contractors	Nurses	Top Salesmen
Buyers (Store)	Engineers	Office Machine Buyers	Treasurers
Canadian Executives	Factory Workers	Office Managers	Vacationists
Cannessers	Farmers	Office Workers	Veterans
Car Owners	Fleet Owners	Personnel—Managers	Voters—Democratic
Catholic Buyers	Fraternities	Pilots	& Republican
Chain Stores	Gift Parcel Buyers	Plant Superintendents	Wealthy Men and
Charge-Account	Golfers	Political Leaders	Women
Customers	Govt. Employees	Professional People	Wholesalers
Charity Contributors	Graduates	Property Owners	"Who's Who"—All
Church Societies	Home Owners	Purchasing Agents	Fields
Civil Service Lists	Hotels & Resorts		Yacht Clubs and Members
Clergymen			Yacht Owners

Mailing List Catalogue Free on Request

Ask our Research Department for Information on Special Lists for Fund Raising, Public Relations, Market Research and Special Projects. Our Representative will be on deck all during the Convention, for list Consultation.

PHONE OR WRITE FOR DETAILS

DUNHILL

INTERNATIONAL LIST CO., Inc.
565 Fifth Ave. • New York 17 • PL 3-0833
Miami Branch: 3162 N. Miami Ave., Miami, Fla.
1025 Brush St. • Detroit, Mich. • WOodward 5-0319

SOURCES OF SPENDING POWER PONTON'S DIRECT MAIL LISTS

260,000 MANUFACTURERS,
PLANTS, INDUSTRIALS

150,000 WHOLESALERS,
JOBBER, DISTRIBUTORS

1,400,000 RETAILERS,
TRADE SELECTIONS

500,000 SERVICE COMPANIES

Write Dep't "R"
for FREE
Catalog

W. S. PONTON, Inc.,

50 East 42nd St., New York 17, N. Y.

Phone: MUrray Hill 7-5311



ment. (ed. note: 123 post card requests.) How many followed up? How Often? Who sold inquiry names to non-competitors? Who checked for duplications in lists? What week

showed the greatest number of catalogs mailed? Did 1953 bring any new innovations in mail order technique? Yes, all interesting questions. We hope to have the answers for you shortly.

making a hand-drawn visualization. Better write to Bebell and Bebell, 2531 Church Ave., Brooklyn 26, N. Y., and get all the dope.

Another novel idea picked up at the Advertising Essentials Show was the "convention package" offered by Polaroid Corporation, Cambridge, Massachusetts.

Suppose you want a crowd-attracting gimmick for a convention exhibit. Polaroid will provide you (on contract daily basis) with an attractive 12 foot booth for a price much less than you could build your own. Included in the base price is salary of a girl photographer equipped with a Land-Polaroid camera and flash equipment. She will take pictures of your convention visitors and mount them in frames imprinted with your name or advertising message.

The cost is amazingly low. Polaroid absorbs some of the cost in its own advertising budget even though the booth, operator and equipment seems to be distinctly your own. Worth investigating . . . because it gives exhibitors a foolproof system of getting names of convention goers for future follow-up. Contracts must be arranged far in advance, and of course are limited to only one exhibitor at any one convention.

We understand that Tom Noble and his associates, 270 Park Avenue, New York 17, N. Y., will continue the Advertising Essentials Show on an annual basis. And we wish it the best of luck. The Direct Mail Advertising Assn. and *The Reporter* were among the exhibitors and we can heartily recommend it as a good investment.

Two Hot Ideas

The 2nd Advertising Essentials Show was a huge success. (Biltmore Hotel, New York, November 16 to 18, 1953.) Much better arrangement than the first, too-crowded exhibit hall. Many more exhibitors. Three-day attendance estimated at close to 10,000. Could easily have run the balance of the week. There should be more suppliers represented, such as paper and envelope manufacturers. Photography, color reproduction and third dimension just about stole the show.

Right inside the entrance was one of the most startling exhibits. We are reproducing in very ordinary black and white the glamorous, full-color and life-size transparency which hit the eyes in the Bebell and Bebell display. This company really has a wonderful service for advertisers. They can reproduce from Kodachrome miniatures, full color prints for as low as \$3 for an 8 x 10 inch and you can order just one print. Sizes range from a 2 1/4 x 3 1/4 inch to a 30 x 40 inch, in quantities from one to thousands.

We understand many artists and agencies are using this service for



Peter Gowland, photographer. Original on file at The Free Lance Photo Guild, 62 West 45th Street, New York, N. Y.

showing clients layouts of proposed ads. They can strip in an actual Kodachrome print of the picture to be used in the finished ad . . . and at a cost less than the artist's time in



My Mail Order Day

By Jared Abbeon

Reports still coming in from the Christmas Rush. I don't know how Sears, Ward, Alden, etc., made out, but the little boys took an awful beating. The rush started late this year and stopped early. The size of the matter was that if you had a hot item it was fine and dandy, if you could get deliveries. If you didn't have a hot item it was "Nelly bar the door." One informed source guessed mail order business to be conservatively down 20%. My own firm hit a couple of sleepers that pulled us up nicely and lucky for us made up the knock from the items that were good last year and failed to repeat.

Mailer in from *House Beautiful* says on front cover, "Mail order is much more an Art than it is a science." How true, how true . . . and let me add that there are darn few Rembrandts around.

Don't sell "The Old Man With The Whiskers" short. Some (not overly) bright boys operate with one wary eye cocked on the postal authorities. But the Feds have more arms than one. The Department of Health, Education and Welfare — Food and Drug Administration also keeps an eye on the mails. Try slipping in a medical claim or two of therapeutic values and see how fast an inspector comes around with "put up or shut up." In fact, the D. C. Govt. has more arms protecting the unwary than an octopus. Good on 'em — let's hound the bums out of the mails.

Was reading a book the other night written a few years back about the mail order biz. The author cites numerous cases of smashing success stories and great pulling advertisements. Listens real good. The only thing that puzzles me is that if all these outfits were such howling wonders, and their advertising so profitable, where are the same firms advertising today? Almost all these outfits have vanished with the snows of yesteryear. Happy thought — maybe they made such a bundle that they are retired to a paradise in the far Pacific — maybe.

We sold a lot of stuff this past Christmas to industrial firms for gifts. We note that the trend is to give costlier stuff. One smart outfit is beating this "I slip you more graft than the other guy" routine by sending out a simple letter saying they are donating the money earmarked for Christmas gifts to the local orphans home, and thereby trying to make it a merrier Xmas for some tough luck kids. Who wouldn't feel a glow at such a warm hearted gesture? Even we (whose gross business it would hurt) would like to see this sort of thing spread. Also in the mail . . . about a dozen letters from prominent firms saying that if any of their people get as much as a nickel cigar — "out he goes".

Here is a rough collection method: One jobber we know has a stooge in a distant city write to his delinquent mail order house accounts. The stooge asks for quotes on a sizeable quantity of merchandise of a brand only carried by that jobber. Then when the jobber is queried by the delinquent as to availability, he refuses to discuss the matter until the past due account is paid. Then, the past due usually comes across so he can protect his source of supply. Makes the quotation and waits — and waits — and waits.

I was happy to see by the trade papers that about a half dozen advertising agencies went for the cork to the tune of up to \$50,000 each in the bust-up of one mail order operator. Which brings up three questions. (1) How come they let the hook get in so deep? (2) If they were such hot shots how come they couldn't show a profit for the customer? (3) Why did they lend their skills to this man's operations in the first place? At least one of his deals had the Better Business Bureau baying at his heels. As my sainted Grandfather used to remark, "You can't work in a field of fertilizer without getting some on your boots."

The Parcel Post rate raise which bothered us so little back in October (we were shipping so few packages at that time) proved to be a monster size item on our postage bill during the rush. This impost comes off the top of our profits. Although we work on what at first glance appears to be a large margin, our auditor tells me that we usually end up the year with a net before drawings of about 10% to 12% so anything that cuts into this is another straw on the camels back. Believe you me, Brethren, this old Camel can't take very many more straws.

A man wants to know where I come by the first name Jared in my pseudonym up there at the top of the column. Well its a long story but it boils down to this. Jared is the Yankee version of an old German name. Mr. J. landed here, worked for a few years and opened his own business. Mail order business that is. He rented nice quarters, spent a pretty penny fixing them up with neat second hand furniture, had shelves, filing cabinets, linoleum, etc., installed, purchased stock and then inserted his advertising in all the best places. Waited for the orders to come in, after waiting for awhile he stuck his head in the oven door one night and turned on the gas. We needed a larger place than the stenographic service desk drawer that we had started (and spent our first year) in, so we bought the place and the lease . . . not from J.'s estate but from the man who got it from the man who took over from J. For three years I saw Mr. J's sign nailed on top of the building; and every day used it for a text, "Get your business first — let the fixings take care of themselves from the profits."

Speaking of Yankees, the lads in Mass., who made this Kerosene stove at my back did a darn good job of manufacturing . . . but it ran out of fuel an hour ago and it's getting darn chilly in here, so I'm calling it quits for this month. See all you survivors of the financial blizzard of Christmas, 1953, next month.

MAYBE THEY HAVE HIDDEN TALENTS

Reporter's Note: We liked this blast when it arrived from John Mannion's Chicago office (5932 Wentworth Ave.). . . so pass it along. John has a legitimate complaint. . . shared by many. Perhaps C. R. (Andy) Anderson and fellow members of the American Business Writing Assn. can use this as further leverage to create more interest in the teaching of better writing. Might be a good idea for John Mannion and others to suggest (to delinquent applicants) a reading of *How to Write Successful Business Letters in 15 Days* (see review on page 45, October, 1953 Reporter) or *Pick Your Job and Land It* by Sidney Edlund (Prentice-Hall, \$4.00).

As an advertising executive looking avidly for a competent assistant, has it been your experience that many square heads are seeking to put themselves into round jobs?

I recently ran an ad in the *Trib* for an accurate young writer with editorial and direct mail advertising experience. Forty applications came zooming onto my desk and the day looked bright.

Some letters embodied the simple rules of printed selling; others were tactless and telegraphic, giving no facts; some were illiterate.

Let me cite a few examples of the square heads who have the misconception they can become direct mail advertising artisans without an advertising brain in their heads and without the simplest tools of the trade.

Here's a young bird who forgot his spelling lessons:

"My job *envelopes* copywriting . . . I am now *Assistant* to the Advertising and Sales Promotion Manager."

This is quoted from an oldster who never learned the primer of personal selling:

"I'll hasten this reply to your wastebasket by stating that I am not a 'young man' in the numerical sense of the term, but closer to the funereal age of fifty."

Here's an omniscient egotist who says:

"Am one who has plenty of training and experience in both ends and every detail."

A modest young extrovert upgraded himself neatly in these words:

"I have never had any copywriting experience. I am sure as soon as I would become conversant with your products, I could handle that end."

Another letter writer was "laid odd" and asked me to phone him for an "interview".

This is from an egoistic Phillistine

I would not hire because I do not fancy people with icy veins:

"Have learned from some of the most cold blooded men in promotion."

Perhaps you, Mr. Advertising Executive seeking help, would advise these young people eager to get into advertising that without the application of letter-writing elementals they haven't as much chance as you have to be a plumber, bricklayer or boiler-maker.

Perhaps you would also tell them that visual demonstration of his work is the advertising man's best tool when selling his services. Yet you know that many pseudo young tyros have no specimens to show and convince; others have such shoddy samples, so poorly displayed, that they condemn a man on sight.

Some experienced young men can sell many products through the written word. Yet, when it comes to selling their own services, their presentations are utterly lacking in imagination and resourcefulness.

Mayhap, the answer is that few ad men can think and write objectively about themselves including those who seek ad jobs for which they are unfitted and those who cannot, to save their timid lives, sell themselves into ad posts for which they are ideally suited.

They can put their brain's blood into an advertisement for a lathe or a bar of soap and be utterly stopped by an indefinable wall of slothful thinking, deadening doubt, and morbid self-effacement when they dare to present their talents and creative achievements in letters and presentations.

A DESERVED TRIBUTE

The Mail Advertising Service Association of New York City had as its honored guest at the January 12 meeting, the Acting Postmaster of New York City, John H. Sheehan. The Association presented to John an attractive scroll signed by W. G. Fischer, President of the Association, and Felix R. Tyroler, Executive Secretary. The wording was as follows:

WHEREAS he has labored continuously for almost half a century for the people of the City of New York and in the interests of his fellow employees of the Post Office Department and . . .

WHEREAS he has painstakingly tried to understand the sometimes difficult problems of our industry and . . .

WHEREAS he has patiently tried to help all of our members from time to time

throughout the years he has been with the Post Office . . .

The Mail Advertising Service Association of New York City

HEREBY permanently records its appreciation and gratitude for his unselfish services to this industry throughout the years.

This reporter joins in the well wishes to a man who has been an ideal public servant.

UNORDERED

Find a baby on your doorstep,
Tenderly you take it in—
Mustn't let the cherub suffer,
'Ere life's journey it begin.

Not so with that noisome nuisance—
Merchandise you haven't bought
Sent unordered to your doorstep
Turn the tables, as you ought.

You don't have to bury or add it
To your mounting daily cares
Pay no heed to dunning letters
Taking suckers unawares.

There's no need that you return it—
Trouble not your mind or purse
Tell the slicker, as you spurn it,
He may go to heck—or worse.

While you may not use nor snitch it—
Stick it in some corner rack
'Til the slicker comes to claim it,
Eye it sadly take it back.

Now you know the basic "symptoms"
Of this smelly selling pitch
Tell him what you want you'll order
That, on you, he won't get rich.

We found the above in the always good bulletin of the Chicago Better Business Bureau (14 E. Jackson Blvd., Chicago 4, Ill.) It is worth passing along.

LETTERS WE DON'T LIKE

We are reprinting the form letter printed on stationery of Gilfillan Bros. Inc., 1815 Venice Boulevard, Los Angeles 6, California. Recipient's name filled in with typewriter.

The Corp. Secretary evidently wants to live in a world of his own.

Gentlemen:

We recently received some literature in the mail from your Company.

If you were the only one sending us literature we would not bother you with this letter. However, we actually receive many hundreds of pieces of promotional advertising each week. This is costing someone a good deal of money, besides the time it takes for us to segregate it from the regular mail and dispose of it.

We are taking this opportunity in your best interests as well as ours to ask you to please remove our name from your mailing list.

We thank you for your cooperation in this matter.

Very truly yours,

GILFILLAN BROS. INC.
(signed) E. S. Phillips
Corp. Secretary

HOMEWORK SCHEME PAYS WELL FOR PROMOTER

(until he is caught)

The following item is reprinted from the Bulletin of the Better Business Bureau of Kansas City. We are reprinting it as a warning to a certain fellow in Massachusetts who is running practically the same scheme, and who has been using in his advertising this sentence: "Member of the Direct Mail Advertising Assn."

Many local persons have called for information on out-of-town concerns advertising "Make-money-at-home" offers. These offers, generally in advertising, are gimmicks in which the advertiser makes money in the sale of ideas, plans, or instructions.

Lucrative for Promoter

Federal authorities recently cited Richard P. Wilson, who was indicted by a grand jury for use of the mails in a scheme to defraud. They estimate that his homework scheme operated as International Enterprises, of Chicago, Ill., grossed \$15,000 for the months of April, May and June.

In this case, George E. MacKinnon, United States Attorney states, "The persons responding to the mail scheme were for the most part women confined to the home by reason of small children, or other family reasons, and who sought to supplement the family income by homework."

"Typists, Sorters, Assemblers"

A typical advertisement ran as follows in national publications:

Longhand addressers, needed by large mail-order concern. Piece work. Home. Spare-time. International Enterprises, 216 W. Jackson Blvd., Chicago, Ill.

Persons answering this advertisement received a three-page letter which urged payment of \$5 to learn how to earn money at home. Mr. MacKinnon stated:

"Upon receipt of \$5.00, the remitter was sent a red paper-covered booklet entitled 'Opportunity — Opportunities with International Enterprises', consisting of 32 pages containing elementary material relative to postal matters.

"The remitter also received an order blank, providing the remitter could secure 200 of the letters referred to for \$3.00 and 200 envelopes for \$2.00. These the remitter was to send to other persons, and upon receipt of \$5.00, \$2.50 was to be sent to International Enterprises for the red booklet, and \$2.50 was to be retained by the remitter securing such order from a second remitter."

CLASSIFIED ADVERTISING

Rates \$1.25 per line (75¢ Situation Wanted) Minimum 4 lines

ADDRESSING

OUR LISTS ARE FREE

Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO
48-01 42nd Street
Long Island City 4, N. Y.

FROM \$6 PER M

Prompt — Accurate — Reliable.
Serving many major companies.
Advertising Enterprises BO. 1-9229.

ADDRESSING PLATES

If you use
ELLIOTT-type STENCILS
and want to **REDUCE COSTS**
Write to Box 91, The Reporter
Garden City, New York

ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

GEORGE FELDMAN
MAIL ORDER ADVERTISING
FREE CONSULTATION!
1186 Broadway, N. Y. (cor 29)
MU 3-4191

Use this ADVERTISING "DEPARTMENT" on Retainer or Job Basis.
Sound, scintillating Ideas, Copy, Layout, Production. Test Ads, Catalogues, Enclosures, etc. **MONEY-MAKERS!** Box 92, The Reporter, Garden City, N. Y.

FOR SALE

One Multilith No. 75 in excellent condition, very slightly used. Inquire Brooklyn Hebrew Home and Hospital for the Aged, 813 Howard Avenue, Brooklyn, N. Y. Tel. Dickens 6-7000.

Vari-Typer Model A-20 in excellent condition, just overhauled by factory branch. Seven type fonts including Bodoni Book, Italic, Draftsman's Gothic, Express Gothic, Typewriter. \$350. Midwest Electronic Supplies, 219 East 1st, Tulsa, Oklahoma.

FOR SALE

New Elliott 1250 Addresser — 250 stencil capacity. \$200 or exchange for what have you Box 187, Crystal Lake, Illinois.

LISTS

CANADA'S BEST MAILING LIST

200,000 live names on Elliott stencils
Call your list broker — **TODAY**
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ACETATE SHEET PROTECTORS

A. G. Bards Company, Inc., 437 N. 5th Street, Milwaukee, Wis.

ADDRESSING

Ace Typing Service, 467 Second Avenue, New York 16, N.Y.
Advertising Enterprises, 82-66 Grenfell Street, Kew Gardens, N. Y.
Creative Mailing Service, 460 No. Main St., Freeport, N.Y.
Dell Letter Service, 61-07 159th St., Flushing, N. Y.
Fair Mail Service, 417 Cleveland Ave., Plainfield, N.J.
National Advertising Service, Inc., 2055 N. 17, Kansas City 4, Kansas

ADDRESSING MACHINES

Addressing Machine & Equipment Co., 326 Broadway, New York 7, N. Y.
Saver & Wallingford, 143 West Broadway, New York 13, N. Y.

ADDRESSING - TRADE

Belmar Typing Service, 107-32 104th Street, Ozone Park, N. Y.
Shapins Typing Service, 68-11 Roosevelt Ave., Woodside, N. Y.
Star Typing Service, 45-21 162nd St., Flushing, New York
M. Victor, 130 Flatbush Ave., Brooklyn 17, N.Y.

ADVERTISING AGENCIES

Frederick Asher, Inc. Advertising, 20 N. Wacker Drive, Chicago 6, Ill.
Institute of Sales Promotion, 131 Lafayette Street, New York 13, N.Y.
The Jay H. Maish Company, On Gospel Hill, Marion, Ohio
Martin Ad Agency (Direct Mail Order), 15 PA. E. 40, New York 16, N.Y.
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo.

ADVERTISING ART

The Jefferson Company, 424 Madison Ave., New York 17, N. Y.
Raymond Lufkin, 124 West Clinton Ave., Tenafly, N. J.
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo.
Trapkus Art Studio (Small Ads), 349 Tenth St., Moline, Illinois
Harry Volk Jr. Art Studio, 400 Central Building, Atlantic City, N. J.

AUTOMATIC TYPEWRITERS

American Automatic Typewriter Co., 14 N. Carpenter Sdr Chicago 22, Ill.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co., 11 Stone St., New York 4, N.Y.
Arrow Letters Corp., 307 West 38th St., New York 18, N.Y.
MacCallum Letter Service, 7 So. Dearborn St., Chicago 3, Ill.
W. J. Reynolds & Company, 109 North Dearborn St., Chicago 2, Illinois

BINDING

Publishers Book Bindery, Inc., 148 Lafayette Street, New York 13, N.Y.

BOOKS

The Art & Technique of Photo Engraving, Horan Engraving Co., N.Y. 1, N.Y.
Art for Reproduction, Repro Art Press, 80 5th Ave., New York 11, N.Y.

BUSINESS CARD SERVICE

R. O. H. Hill, Inc., 270 Lafayette St., New York 12, N.Y.

CARTOON ADVERTISING

Ray Thompson Cartoon Studio, Box 134, Wyncote, Pa.

CATALOG PLANNING

Catalog Planning Company, 101 West 55th St., New York 19, N.Y.
Cullen Repro Studios, 150 West 34th St., New York 1, N. Y.

COPYWRITERS (Free Lance)

Leo P. Boit, Jr., 64 E. Jackson Blvd., Chicago, 4, Ill.
Earl McClement, A-21 Ogontz Manor, 5600 Ogontz Ave., Philadelphia 41, Pa.
Edward W. Osann, 175-35 88th Ave., Jamaica 32, N. Y.
Orville E. Reed, First National Bank Bldg., Howell, Michigan
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Missouri
Flavel H. Shurtleff, 1120 Wilson Ave., Peoria 4, Illinois
Dick Sutherland-Business Ideas, 1609 NE 23rd St., Ft. Lauderdale, Fla.
John Yeargain, 442 East 20th St., New York 9, N.Y.

DIRECT MAIL AGENCIES

Homer J. Buckley, 57 East Jackson Blvd., Chicago 4, Ill.
The Buckley Organization, Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Chase and Richardson, Inc., 9 East 45th St., New York 17, N.Y.
Dickie-Raymond, Inc., Sheraton Bldg., 470 Atlantic Ave., Boston, Mass.
Direct Mail Services, 175 Luckie Street, N. W., Atlanta 3, Georgia
Duffy & Associates, Inc., 918 North 4th Street, Milwaukee, 2 Wisconsin
The Folks on Gospel Hill, 400 S. Main Street, Marion, Ohio
Frederick E. Gymer, 2123 East 9th St., Cleveland 15, Ohio
Institute of Sales Promotion, 131 Lafayette Street, New York 13, N.Y.
Mailograph Co., Inc., 39 Water Street, New York 4, N.Y.
Proper Press, Inc., 129 Lafayette Street, New York 13, N.Y.
Reply-O Products Co., 7 Central Park W., New York 23, N.Y.
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo.
Sales Letters, Inc., 250 West 49th St., New York 19, N. Y.
John A. Smith & Staff, 11 Beacon St., Boston 8, Mass.
Carl G. Vionot, Inc., 134 Summer St., Boston 10, Mass.

DIRECT MAIL - DEALER HELP

National Advertising Service, Inc., 2055 N. 17, Kansas City 4, Kansas

DIRECT MAIL EQUIPMENT - MANUFACTURERS

All Purpose Metal Equipment Co., 255 Mill Street, Rochester 14, N.Y.
B. H. Bunn Company, 7605 South Vincennes Avenue, Chicago 20, Ill.
Davidson Corporation, 29 Ryerson St., Brooklyn 5, N. Y.
A. B. Dick Company, 5700 West Touhy Ave., Chicago 31, Ill.
Felines Typing Machine Co., 3351 North 35th St., Milwaukee 15, Wisconsin
National Bundle Tye Company, Bluffsfield, Michigan
Speedliner Company, 4404 N. Ravenswood Ave., Chicago 40, Ill.

DIRECT MAIL - GIFTS

George E. McWeeney Co., 120 Milton Avenue, West Haven 16, Conn.

ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Machine Co., 64 W. 23rd St., New York 10, N.Y.
Clear Cut Duplicating Co., 149 Broadway, New York 6, N.Y.
Creative Mailing Service, 460 North Main St., Freeport, N.Y.

ENVELOPES

American Envelope Mfg. Corp., 26 Howard St., New York 13, N.Y.
The American Paper Products Co., East Liverpool, Ohio
Atlanta Envelope Co., 1700 Northside Drive, P.O. Box 1267, Atlanta 1, Georgia
Boston Envelope Co., 397 High St., Dedham, Mass.
Columbia Envelope Co. 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.

Samuel Cupples Envelope Co., Inc., 360 Furman St., Brooklyn 2, N.Y.
Cupples-Hesse Corp., 4175 N. Kingshighway Blvd. St. Louis 15, Mo.
Curtis 1000 Incorporated, Capitol Ave. & Flower St., Hartford 6, Conn.
Delta Envelope Co., 1166 Terminal St., P. O. Box 2523, Memphis 2, Tenn.
Detroit Tullar Envelope Company, 1041 14th St., Detroit 6, Mich.
Double Envelope Corporation, P. O. Box 658, Roanoke 4, Virginia
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
The Gray Envelope Mfg. Co., Inc., 55-33rd St. Brooklyn 32, N.Y.
Heco Envelope Company, 4500 Cortland St., Chicago 39, Ill.
McGill Paper Products, Inc., 501 Park Ave., Minneapolis 15, Minn.
Orgler Envelope Co., Inc., 167 41st St., Brooklyn 32, N. Y.
Rochester Envelope Co., 72 Clarissa Street, Rochester 14, N.Y.
The Standard Envelope Mfg. Co., 1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation, 522 Fifth Avenue, New York 36, N.Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.
Transo Envelope Co., 3542 N. Kimball Avenue, Chicago 18, Illinois
Transo Envelope Co., 22 Monitor St., Jersey City, New Jersey
United States Envelope Company, Springfield 2, Mass.
The Wolf Envelope Company, 1749-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

Columbia Envelope Co. 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.
Curtis 1000, Inc., Capitol Avenue and Flower St., Hartford, Conn.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

FOREIGN POSTAGE

Foreign Postage Service, 6 Lahey Street, New Hyde Park, New York

IMPRINTERS - SALES LITERATURE

L. P. MacAdams Company, 301 John Street, Bridgeport 3, Connecticut
Wolfe Imprinting Company, 52 Pearl St., Buffalo 2, N.Y.

INVISIBLE INK POSTCARDS

Morley W. Jennings, East Orange, New Jersey

LABEL PASTERS

Potdevin Machine Company, 200 North St., Teterboro, N. J.

LABELS

Penny Label Company, 9 Murray St., New York 7, N.Y.
M. Victor, 130 Flatbush Avenue, Brooklyn 17, N.Y.

LETTER GADGETS

Hewig Company, 45 West 45th St., New York 19, N.Y.
A. Mitchell, 111 West Jackson Blvd., Chicago 4, Illinois
A. August Tiger, 545 Fifth Avenue, New York 17, N. Y.

LETTERHEADS

Brunner Printing Company, Inc., 190 Jefferson Ave., Memphis, Tenn.
Harper Engraving and Printing Co., 283 E. Spring St., Columbus 15, Ohio
R. O. H. Hill, Inc., 270 R Lafayette Street, New York 12, New York

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Company, Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Acme Mail Advertising Co., 1301 Dodge St., Omaha 2, Nebraska
Advertisers Associates, Inc., 1627 Penn. Ave., Pittsburgh 22, Pa.
Benart Mail Sales Service, Inc., 228 East 45th St., New York 17, N.Y.
Century Letter Co., Inc., 48 East 21st St., New York 10, N.Y.
Mary Ellen Clancy Company, 250 Park Avenue, New York, N. Y.
A. W. Dicks & Co., 386 Victoria St., Toronto 2, Ont., Can.
Free Mail Service, 417 Cleveland Ave., Plainfield, N.J.
The Folks on Gospel Hill, 400 S. Main Street, Marion, Ohio
General Office Service, Inc., 527 6th St., N.W., Washington 1, D.C.
The Lemarge Company, 417 S. Jefferson St., Chicago 7, Ill.
The Letter Shop, 214 Mission St., San Francisco 5, Cal.
Long Island Letter Service, 95 Mineola Blvd., Mineola, N.Y.
MacCallum Letter Service, 7 So. Dearborn St., Chicago 3, Ill.
Mailograph Co., Inc., 39 Water St., New York 4, N.Y.
Mailways, 200 Adelaide St., West Toronto 1, Ont., Canada
National Advertising Service, Inc., 2055 N. 17, Kansas City 4, Kansas
Premier Printing & Letter Service, 620 Texas Ave., Houston 2, Texas
The Rylander Company, 216 West Jackson Blvd., Chicago 6, Ill.
Union County Business Bureau, 7 Elm Street, Westfield, New Jersey
Woodington Mail Adv. Service, 1304 Arch St., Philadelphia 7, Pa.

MAILING LISTS-Brokers

* Archer Mailing List Service, 140 West 55th St., New York 22, N.Y.
* George R. Bryant Co. of N. Y., Inc., 595 Madison Ave., New York 22, N.Y.
* George R. Bryant Co., 75 East Wacker Drive, Chicago 1, Ill.
* Walter Drey, Inc., 333 N. Michigan Avenue, Chicago 1, Illinois
* Walter Drey, Inc., 157 Federal Street, Boston, Massachusetts
* Walter Drey, Inc., 257 Fourth Ave., New York 10, N.Y.
* Guild Company, 160 Engle Street, Englewood, New Jersey
* Lewis Kleid Company, 25 West 45th St., New York 36, N. Y.
* Willa Madden, Inc., 215 Fourth Ave., New York 3.N.Y.
* Mosely Mail Order List Service, 38 Newbury St., Boston 16, Mass.
* Names Unlimited, Inc., 352 Fourth Ave., New York 10, N.Y.
* D. L. Netwick, 932 Broadway, New York 10, N.Y.
Planned Circulation, 19 West 44th St., New York 36, N. Y.
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo.
Sanford Evans & Co. Ltd., 165 McDermot Ave., Winnipeg, Canada
* James E. True Associates, 419 4th Ave., New York 16, N.Y.
* Members - National Council of Mailing List Brokers

MAILING LISTS-Compilers & Owners

Allison Mailing Lists, 400 Madison Ave., New York 17, N. Y.
American Development Co., 600 Michigan Theatre Bldg., Detroit 26, Mich.
Arrow Industrial Lists, 532 Main Street, Holyoke, Massachusetts
Associated Advertising Service, 613 Willow St., Port Huron, Mich.
Bodine's of Baltimore, 444 E. Belvedere Ave., Baltimore 12, Md.
Bookbuyers Lists, Inc., 363 Broadway, New York 13, N.Y.
Boyd's City Dispatch, Inc., 114-120 East 23rd St., New York 10, N.Y.
Catholic Lists Bureau, 45 West 45th Street, New York 36, New York
Creative Mailing Service, 460 No. Main St., Freeport, New York
Walter Drey, Inc., 333 N. Michigan Avenue, Chicago 1, Illinois
Walter Drey, Inc., 157 Federal Street, Boston, Massachusetts
Walter Drey, Inc., 257 Fourth Avenue, New York 10, New York

Drumcliff Advertising Service.....Hillen Rd., Towson 4, Md.
 Dunhill List Company, Inc.....365 Fifth Ave., New York 17, N.Y.
 Industrial List Bureau.....45 Astor Place, New York 3, N. Y.
 Jewish Statistical Bureau.....320 Broadway, New York 7, N.Y.
 The Walter S. Kraus Co.....48-01 42nd St., Long Island City 4, N.Y.
 Mail-Ad Co.....469 So. Robertson Blvd., Beverly Hills, California
 Mapleton Service Company.....339 Kings Highway, Brooklyn 23, N. Y.
 Market Compilation Bureau.....11814 Ventura Blvd., N. Hollywood, Calif.
 Montgomery Engineering Company.....8500 - 12 St., Detroit 6, Michigan
 J. R. Monty Turf Fan Lists.....201 East 46th St., New York 17, N.Y.
 Official Catholic Directory Lists.....12 Barclay St., New York 8, N.Y.
 W. S. Ponton, Inc.....50 East 42 Street, New York 17, N.Y.
 Herbert A. Watts Limited.....177 King Street West, Toronto, Canada

MAIL ORDER CONSULTANT

Whitt Northmore Schultz.....1115 Old Elm Lane, Glencoe, Illinois

MATCHED STATIONERY

Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.

MIMEOGRAPH MACHINE

Addressing Machine & Equipment Co.....326 Broadway, New York 7, N. Y.

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Company.....19 So. Wells St., Chicago 6, Ill.

MULTILITH & MULTIGRAPH MACHINES

Addressing Machine & Equipment Co.....326 Broadway, New York 7, N. Y.

PAPER MANUFACTURERS

The Beckett Paper Company.....Hamilton, Ohio

Eastern Corporation.....Bangor, Maine

Esleek Manufacturing Company.....Turners Falls, Massachusetts

Fox River Corp.....Appleton, Wisconsin

W. C. Hamilton & Sons.....Miquon, Pennsylvania

Hammermill Paper Company.....Erie, Pennsylvania

International Paper Company.....220 East 42nd St., New York 17, N.Y.

McLaurin-Jones Company.....Brookfield, Massachusetts

Mead Sales Co.....810 Public Ledger Bldg., Philadelphia 6, Pa.

Mohawk Paper Mills, Inc.....465 Saratoga Street, Cohoes, New York

Neenah Paper Co.....Neenah, Wisconsin

Nekoosa-Edwards Paper Co.....Port Edwards, Wisconsin

PARCEL POST MAILING BOXES

Corrugated Paper Products, Inc.....2235 Utica Ave., Brooklyn 34, N. Y.

PHOTO ENGRAVERS

Pioneer-Moss, Inc.....460 West 34th St., New York 1, N.Y.

PHOTOS IN QUANTITY

Moss Photo Service, Inc.....350 W. 50th St., New York 19, N.Y.

POSTAL INFORMATION

Postal Digest Company.....150 Nassau Street, New York 38, New York

COLOR POSTCARDS

Moss Photo Service, Inc.....350 West 50th St., New York 19, N.Y.

PRINTING—Letterpress

The Davenport Press, Inc.....Main St., Mineola, N.Y.

McCormick-Armstrong Co.....1501 East Douglas Ave., Wichita 1, Kansas

PRINTING—Offset Lithography

Bachman Reproduction Service.....259 East 43 Street, New York 17, N.Y.

H. S. Crocker Company, Inc.....San Bruno, California

McCormick-Armstrong Co.....1501 East Douglas Ave., Wichita 1, Kansas

PRINTING—Letterpress and Offset Lithography

Paradise Printers and Publishers.....Paradise, Pennsylvania

Proper Press, Inc.....129 Lafayette Street, New York 13, N. Y.

Shield Press, Inc.....2010 Montcalm St., Indianapolis, Indiana

PUBLICITY-PUBLIC RELATIONS

Arthur Pine Associates.....67 West 44th St., New York 36, N. Y.

SALES PROMOTIONAL COUNSEL

Martin Ad Agency (Direct Selling Mail Order).....15 PB E. 40, N. Y. 16, N.Y.

SPEEDAUMAT EMBOSHING

Moss & Associates.....2 East 23rd Street, New York 10, N.Y.

M. Victor.....130 Flatbush Avenue, Brooklyn 17, N.Y.

SYNDICATED HOUSE MAGAZINES

The William Feather Co.....812 Huron Rd., Cleveland 15, Ohio

Wetmore & Company "Business Brief," 1015 So. Shepherd Dr., Houston, Tex.

TRADE ASSOCIATIONS

Direct Mail Advertising Assn.....381 Fourth Ave., New York 16, N. Y.

Mail Advertising Service Assn.....18652 Fairfield Ave., Detroit 21, Mich.

VARITYPE EQUIPMENT

Walter "Doc" Hanson.....303 Buckeye Building, Cleveland 15, Ohio

Zenith Typewriter & Adding Machine Co. 34 E. 22nd St. New York 10, N.Y.

XEROGRAPHY — PLATES

Clear-Cut Duplicating Company.....149 Broadway, New York 6, N. Y.



(from page 16)

and Boyce Morgan of Boyce Morgan Associates, 1757 K St., Washington 6, D. C., were also on the same convention program. Discussion period that followed the panel brought some interesting questions from hotel men. Particular interest was given to the use of questionnaire letters.



□ **HANDLING EDITORIAL PUBLICITY** is easier with the new *Bacon's Publicity Checker*, published by Bacon's Clipping Bureau, 343 So. Dearborn, Chicago, Ill. This 1954 edition lists 2850 business papers, farm journals and consumer magazines . . . with editor, address, frequency and date of issue, circulation. Also includes case studies showing how to break the publicity job down by market groups, how to prepare releases, etc. Alphabetical listings are broken down into 99 market groups . . . with an additional 200 Canadian publications. 224 pages, 6½" x 9½", spiral bound in fabricoid cover. Price: \$6.00. Write direct to Bacon.



□ **A NEW LIST-COMPILING AID** is the *Guide To American Directories for Compiling Mailing Lists* . . . published by B. Klein & Co., 27 E. 22nd St., N.Y.C. It lists all current business directories and publications in every possible

category, where they can be obtained, cost, etc. Many of the listed directories have a total of over 100,000 names and may be obtained free. The *Klein Guide to American Directories* costs \$10 a copy. With it, you'll get a bi-monthly supplement for six months. The supplement will include new directories and other information as they occur.



□ **WHAT'S THIS? DEPARTMENT:** The illustration shown here appeared under the corner card of a self-mailing circular produced by the K. J. Dollahite Co., 106 W. 15th St., Fort Worth, Tex. The circular advertised bindery equipment for printers. Our correspondent wondered why the designer used such a negative approach. We are wondering, too.

□ **SORRY TO REPORT THIS** . . . but the Post Office is sticking to its guns on the present handling of Form 3547 where the person or firm has not actually moved, but has taken a post office box. We have been trying to get the Post Office to change its mind . . . but without success. Most mailing list owners would like to have the actual address in case salesmen might want to call. But the Post Office insists that the post office box is the correct address for mail. They, therefore, will charge you for changes indicated on Form 3547.



□ **SPEAKING OF INCORRECT ADDRESSES** . . . just saw a letter written by the account executive of a large advertising agency to a large direct mail outfit specializing in the creation and production of super-duper direct mail. The account executive complained because he was being addressed at a location from which he moved fifteen years ago. That is about a record for a mailing list being out-of-date.



□ **SPEAKING OF OUT-OF-DATE MAILINGS**, the New York District Attorney's office received in November, 1953 a post card addressed to a woman no one seemed to know. Upon close inspection, the post card was postmarked from Brooklyn on November 5, 1911. Then an old-timer recalled that the addressee once worked in the office as a librarian. No one knows where the post card has been since 1911.

☐ **MARK THESE DATES ON YOUR NEW CALENDAR:** The 1954 direct mail conventions will be held in Boston, Mass., at the Hotel Statler. Mail Advertising Service Assn. — October 9 to 12; Direct Mail Advertising Assn. — October 13 to 15. If you are thinking ahead to 1955, you might make a note that the DMAA convention will be held in Chicago at the Edgewater Beach Hotel on October 19, 20 and 21. For the first time in a long time, the MASA and the DMAA conventions will not be held consecutively in 1955. The MASA will try the experiment of a West Coast convention . . . meeting in Los Angeles on August 6th - 9th. The DMAA Board thought it best to stay in a more central location which could be easily reached by a majority of the members.

☐ THE "FORD STORY" is now in booklet form. The much-talked-about Wednesday afternoon session at the Direct Mail Advertising Association convention in Detroit was reprinted by the J. Walter Thompson Company. It contains the full text of the talks by Frank J. McGinnis of Ford Motor Company, Norman H. Strouse of J. Walter Thompson Company and Elmo Roper. It explains exactly why and how the Ford Motor Company is spending such large sums on direct mail. Copies are available if you write to Earl Barnes, J. Walter Thompson Company, 2130 Buhl Building, Detroit 26, Mich.

☐ **BE SURE TO READ** *The Kiplinger Washington Letter* of Saturday, December 26, 1953. Devoted entirely to a study of USA population. Very enlightening. Will help in planning selling strategy in days ahead. Particularly interesting . . . the percentage of growth in each state and average earning. If you are not a subscriber, Kip will probably send you a sample copy if you write him at 1729 H St., N.W., Washington 6, D. C.

□ **THE NEW CHAIRMAN** of The British Direct Mail Advertising Association is Major C. V. Wattenbach (Dictograph Telephones Ltd.) succeeding A. Edward Jones who visited with us last year. For benefit of Americans who travel to England . . . the headquarters of the BDMAA are located at 53 Victoria Street, London, S.W. 1. Laurence Springett is the Secretary and Ian S. Colthart is editor of the official magazine. They are always glad to welcome visitors with direct mail ideas.

To celebrate their 25th anniversary, Schwab & Beatty, Inc. (New York City) 488 Madison Ave.

hold of page 22,
ember 29th is solid

SCHWAB AND BEATTY, INC.
400 Madison Avenue • New York City
SALES and TELEPHONE DEPARTMENT • 20 East
42nd Street • New York City

...the state of the problem are some of the new advantages to the

Schwab and Beatty, Inc., Advertising
400 Madison Avenue • New York City 17
Radio and Television Department • 38 East 57th Street
MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

☐ **A FIRST.** Try to get hold of page 34 of the Tuesday, December 29th issue of the New York Herald Tribune. To celebrate their 25th anniversary, Schwab & Beatty, Inc. (mail order experts) 488 Madison Avenue, New York

☐ **CHECK THE ANGLES . . .** of a new Miller Printing Machinery Co. booklet with that title. Unusual binding job. $8\frac{1}{2}'' \times 5\frac{1}{4}''$ pages have top corner trimmed off . . . and booklet is spiral bound at an angle on the trimmed edge. Contents show seven Miller presses and specifications . . . stressing their "angles" of operation. Write to Miller at 1101 - 1131 Reedsdale St., Pittsburgh 33, Pa. and ask them to send you a copy.

22, N. Y., took a full page of nearly solid type, (seven columns of 8 point) to write a condensed "course" in mail order advertising. Only bold type, the headline "How to Write a Good Advertisement." A sensational job.

□ \$1,138,629,220 was spent for direct mail during the first 11 months of 1953 . . . according to recent DMAA figures. This is a gain of $5\frac{1}{2}\%$ over the first 11 months of 1952. In November, 1953 the dollar volume was estimated at \$114,923,679, a jump of $13\frac{1}{2}\%$ over November, 1952's expenditure of \$101,134,574. Total money spent on direct mail in 1952 was \$1,171,088,984 . . . and the DMAA expects the 1953 total to exceed 1952 by approximately 5%. Should be even more in '54!



**this IDEA from Remington Rand... gives
typewriter type an expensive, machine-set look!**

Let's say you need rush "repros" for a job they wanted yesterday. No time for type, and besides, the budget won't stand it. With a Remington Carbon Ribbon Electric Typewriter in the office the problem's licked. This remarkable machine gives you sharp, clean-cut typewriter composition just as fast as your girl can type... and that's *really* fast on a high-speed Remington Electric!

This is no ordinary typewriter type, either. Smart letter-shop operators tell us that printwork from a Remington Carbon Electric is so distinctive, so consistently uniform that it actually rivals expensive, machine-set type. That's because electricity *automatically* produces evenness of impression, plus the fact that every character types on brand new, clean carbon paper ribbon.

With your secretary doubling as expert compositor, you

can turn out premium-quality *direct-mail letters, catalog pages, directories, flyers, price lists, etc.*—all at a fraction of the present cost. If you're your own boss—clients appreciate the savings you pass on. If you're working for wages—your department head is sure to nod approval.

And there's more to the savings story. When "Repro" work is finished, the high-speed Remington Electric runs through routine typing in no time. Pleased customers write they have increased lines typed per day by... 20%... 30%... even a whopping 50%.

The Carbon Ribbon Electric is only one of the profit-building ideas your Remington Rand man can offer. He can show you "ready-to-expose and run" *Presensitized Plastiplates, Procel Stencils, Nylex Ribbons* and other money-savers. Call your nearest Remington Rand office.

Remington Rand
PROFIT-BUILDING IDEAS FOR BUSINESS



PROOF—that Remington *Electric* Typing doesn't cost—it *pays!* For free copy of Carbon Ribbon Folder (RE8552) and Electric Typing Dividend Book (RE8612), write: Remington Rand, Room 1667, New York 10. For free 30-day trial in your office, contact your local Remington Rand office.

to America's printers...

FOX RIVER
PAPER CORPORATION

Presents

**a new line of
25% cotton papers**



- ➡ **FOX RIVER BOND**
- ➡ **FOX RIVER OPAQUE**
- ➡ **FOX RIVER LEDGER**
- ➡ **FOX RIVER ONION SKIN**
- ➡ **FOX RIVER OPAQUE ONION SKIN**

New, improved 25% cotton paper! For easier sales for you, NEW in watermark identification, too... because it features the nationally known FOX RIVER 71-year mill-name exclusively as the only watermark! So available to you, also — distributed in 89 cities in 38 states.

Test this finer paper on your next job.

FOX RIVER PAPER CORPORATION
Appleton, Wisconsin

Greater Opacity

Compare the opacity of FOX RIVER Bond with other cotton content papers.

Brighter Color

The brightness of these new papers imparts tone to printing, lithography, and engraving.

Touch and Sound of Quality

The crispness and crackle of a new dollar bill... historic traits of cotton papers.